



Tire Brands

Would instant access to tire specs help your salespeople make a good impression on customers?

With Tire Brands, information for more than 40 tire manufacturers is just a click away. All you need to do is look up the tire and click a button to retrieve UTQG specifications, definitions, and pictures. Then you can print a copy of the specs and photo to give to the customer, or you can let the customer view the information on the screen. When Tire Brands is integrated with TireMaster, it's easy for both new and experienced salespeople to build credibility with your clientele. After all, they can avoid situations in which the customer knows more about a tire than they do!

Along with being easy to use, Tire Brands is maintenance free. That's because the data is compiled and updated by Pearl Communications, a leading provider of automotive data.

TireMaster and Tire Brands help you:

- Provide information customers need in a timely manner
- Educate both customers and employees
- Save time and build credibility
- Become a product expert
- Make a good impression

To learn more about using Tire Brands with TireMaster, call **800-657-6409**, email **info@asatire.com**, or visit **www.asatire.com**.

*"Thanks to Tire Brands,
I no longer worry about
customers knowing
more about a tire than
my salespeople."*

ASATIRE
MASTER

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Tire Brands is developed by Pearl Communications, a division of the Pearl Group, Inc. For more information, visit **www.pearlcomm.com**.