

Armstrong Gives Pritchett Tire **'Something Different'** to Increase Revenue

CASE STUDY / Pritchett Tire

All Randy Pritchett wanted was a line of truck tires that would satisfy his customers. When he started working with Armstrong, he got what he was looking for, and more.

MEETING CUSTOMER DEMANDS

Finding just the right line of truck tires was more difficult than Pritchett thought it would be.

His company, **Pritchett Tire in Baldwin, GA, was having problems with the overseas-sourced tires they were offering. "They weren't wearing well.** The balance wasn't very good," he said. "They just didn't work out."

Pritchett wanted to find a national tire brand that offered good quality at a price point that would be acceptable to his customers. "It was hard to find a tire that met our needs, and our customers' demands," he said.

That's when he decided to try Armstrong.

QUALITY, PRICE, WARRANTY

Pritchett Tire began working with Armstrong on a trial basis. Pritchett said it was the only way he could determine if the product quality met his needs. **"We trusted our sales rep, and the price was right, so we tried it out,"** he said. **"It's like anything, we had to try it and see."**

When they tried Armstrong tires on a few trucks, it quickly became clear that the quality would meet their needs. "After we got customers using them, they were loving them," he said.

Quality wasn't the only factor Pritchett considered when adding the Armstrong line. He said the **Armstrong Road Hazard warranty made a big difference**, as did brand exclusivity. "Not everyone in our area has Armstrong," he said. "We can give our customers something different."

But the most important factors were **Armstrong's quality and competitive pricing.** It was so good that Pritchett added Armstrong light truck and passenger tires to their offering, as well as the truck tires.

INCREASED REVENUE

By adding Armstrong truck, light truck and passenger vehicle tires to their line, Pritchett Tire has been able to offer their customers a different option. "This is something nobody else has," he said. **"Also, the quality is up there with our top-of-the-line tire, but the pricing is better."**

Pritchett estimated that their revenue has increased by 10% already, and is steadily rising as their Armstrong orders increase. He attributes that to Armstrong's quality, price and warranty.

As a result, Pritchett Tire has been able to **increase revenue by reaching more customers.** "We've had a lot of customers try it, and they're loving it," he said. "It's been a good line for us."

But he saved his highest endorsement of Armstrong for last. **"It's what I'm putting on my car next time."**

PRITCHETT TIRE is top auto repair and service shop in Cleveland, Baldwin, Clayton, and Banks Crossing, GA. Their passion for a better tire buying and auto repair experience, helped develop the model of Pritchett Tire and turn it into a booming tire and auto repair provider.

QUALITY

+

PRICE

+

WARRANTY

=

INCREASED REVENUE ↑



ARMSTRONG 