

For Immediate Release

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Bridgestone to Debut Industry-First, Multi-Vendor Auto-Replenishment Platform for Independent Dealers Powered by TireConnect at SEMA 2023

- **At SEMA 2023, Bridgestone will showcase its new TireConnect inventory auto-replenishment solution for the first time, which will be introduced to over 7,000 independent dealers across the U.S. and Canada.**
- **The new TireConnect solution will monitor dealers' inventory levels and auto-order from participating vendors on a daily basis.**
- **The auto-replenishment solution will be available to all TireConnect users at no additional charge and is compatible with most wholesaler and retail point-of-sale systems.**

NASHVILLE, Tenn. (October 26, 2023) – [Bridgestone Americas](#) (Bridgestone) today announced it will debut its industry-first TireConnect inventory auto-replenishment platform for independent dealers at the 2023 Specialty Equipment Marketing Association (SEMA) Show happening in Las Vegas Oct. 31-Nov. 3, 2023. The new solution allows dealers to set a minimum quantity for selected products in its inventory, which TireConnect will monitor and automatically reorder once the quantity falls below the desired level. Over 7,000 TireConnect-enabled dealers across the U.S. and Canada will receive access to the new solution as part of their TireConnect package.

This solution will streamline an otherwise manual process for the dealer while helping ensure a constant supply of the retailer's highest-demand products. Auto-replenishment through TireConnect will also help ensure downstream sales and a more accurate forecast of inventory for the retailer's tire wholesalers. TireConnect will work with most tire retailer's preferred wholesalers and is compatible with the majority of retail point-of-sale and inventory management systems.

"TireConnect's new inventory auto-replenishment solution is an industry-first for small and medium tire retailers as this feature was historically only accessible for large-scale tire dealers," said George Silagadze, Vice President, TireConnect, Bridgestone Americas. "This new solution now allows our TireConnect-enabled dealers to utilize efficient inventory management processes that large-scale dealers employ to both empower and boost their businesses."

In addition to TireConnect's new auto-replenishment function, TireConnect now supports wheels. Tire and wheel dealers can now display wheels on their websites, with customers able to create wheel and tire packages based on live inventory to visualize what they would look like on their vehicle and even purchase them online.

Bridgestone acquired TireConnect in 2015 to provide an online tire-buying solution for its dealer network to empower tire retailers to succeed in a rapidly changing marketplace. TireConnect operates as a business unit within Bridgestone, continuing to fulfill its long-standing mission of helping tire dealers increase customer satisfaction and boost revenue. By offering a seamless purchasing experience for customers, TireConnect helps improve efficiency, save time and deliver an accelerated sales cycle for its affiliated dealers. For more information, visit www.tireconnect.ca.

TireConnect will be on display at booth #41161 in the Lower South Hall at the Las Vegas Convention Center. The SEMA show is a trade-only event and not open to the public.

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 45,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

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