

# The Power and Benefits of Radius

## Business

Radius, now available to all ATD (American Tire Distributors) customers, revolutionizes the way automotive businesses operate by providing a unified platform for essential tools and data. In this article, we'll dive into the many benefits of Radius, and how we're enhancing efficiency, reducing expenses, and fostering growth for all our customers.

Radius empowers ATD customers with a comprehensive suite of tools and programs designed to streamline operations, reduce expenses, and drive business growth. From personalized marketing automation from Steer to data-driven decision-making with Torqata, ATD customers can unlock new levels of efficiency and growth for their business. Embrace the future of automotive business management with Radius and the full offerings of our solutions.

Let us dive into the **main benefits** of the marketplace and what our customers can expect for their businesses:

1. **More Choice.** All in one place now. We consolidated and created a hub that displays the products from our many manufacturers. Within Radius, customers can compare the features and prices of each product side-by-side instantly, so you don't have to! **The right stock at the right time.**
2. **More Growth.** We're providing our customers with the tools and support they need along with the rewards they deserve to grow your business. Radius is now the one-stop-shop that simplifies discovery, enrollment, and utilization of solutions that help retailers run and grow their business. **Boost Your Business**

## & Get Ahead of Demand.

3. **More Speed.** The insights are shown in real time, so customers can make fast decisions and keep your business moving. Our comprehensive data analytics give you the transparency you need to make decisions, serve your customers, and manage your inventory carefully. **3 Month Market Predictions.**

The addition of **Radius** to our portfolio of solutions advances ATD from a diversified wholesale tire distributor to a connected physical and digital marketplace that fuels innovation and growth in the broader automotive aftermarket. Using real-time communication and data analytics, it expands retailers' customer base, identifies trends and relevant customer preferences, and supports more informed business decisions. Along with preeminent wholesale distribution capabilities, these assets uniquely position ATD to drive a connected commerce experience for the entire industry.

The screenshot shows a customer demo interface for ATD solutions. At the top, it displays "CUSTOMER DEMO #302" and "Location #108220 | 4632 RALEY BLVD, SACRAMENTO, CA". A "Live Chat" button is visible in the top right corner. The main section is titled "Top Solutions" and features six solution cards: TORQATA (Level up using the power of data), activate (ATD's winning formula to activate growth), spark (Rev up your knowledge with online training), PARTNER PERKS (Unlock exclusive deals & perks for your business), IPG (Gain access to volume rebates and discounts), and treadsy (Expand your reach with the installer network). A "View All Solutions" button is located to the right of the cards. Below this section is a "Your Market Insights" section with the text "Level up your purchasing and inventory management using the power of Torqata data based on your local market trends." and a highlighted insight: "Top tires selling in your 95838 zip code with a radius of 10 miles".

Get Started Today!



## Become an ATD Customer

CUSTOMER DEMO #302  
Location #108220 | 4632 RALEY BLVD, SACRAMENTO, CA Live Chat

### Top Solutions

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<b>TORQATA</b> Torqata Level up using the power of data	<b>activate</b> Activate ATD's winning formula to activate growth	<b>spark</b> Spark Rev up your knowledge with online training	<b>PARTNER PERKS</b> Partner Perks Unlock exclusive deals & perks for your business	<b>IPG</b> IPG Gain access to volume rebates and discounts	<b>treadsy</b> Treadsy Expand your reach with the installer network
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### Your Market Insights

Level up your purchasing and inventory management using the power of Torqata data based on your local market trends.

**Top tires selling in your 95838 zip code with a radius of 10 miles**  
Most popular tire sizes and tires in your area. [How did we get this data?](#)

Get Started Today!

Log in to your ATD Radius account to experience what's next.



Become an ATD Customer

Let's grow your business together.

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