



# Tyre Compare

MEDIA KIT 2020

**Australia's #1 and highest reviewed tyre website**

As voted on **PRODUCT**  **REVIEW**  
.COM.AU

# Introduction to Tyre Compare

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## What is Tyre Compare and how will it help my business?

Tyre Compare is a comparison marketplace that has been operating since March 2014. Our business model is similar to webjet.com for travel or iSelect for many household items.

The purpose of a marketplace is to add value to both buyers and sellers of goods, read on to learn how Tyre Compare currently helps shoppers and retailers simultaneously.

## Why do retailers love using tyre compare?

Many progressive retailers have been with Tyre Compare since we started in 2014. As you will see in our dealer testimonial section we offer a value proposition that does not exist in traditional forms of advertising.

Tyre Compare offers a fixed price sales channel with no commissions and easy setup. Once your account is active you will have instant access to our large targeted audience of shoppers. The website will then bring in enquiries from customers who are ready to buy, leaving cold leads and indecisive tyre-kickers behind (pun intended).

### Our fixed price plans include:

- ✓ No commissions on sales
- ✓ Access to market intelligence
- ✓ All website expenses
- ✓ Dealer support and training
- ✓ Advertising exposure 24/7
- ✓ Unlimited leads and advertisements

## **Why do customers love using tyre compare?**

The Tyre Compare marketplace is designed to help customers shop without the hassle of visiting many tyre websites, phoning or visiting many stores.

Convenience is our main value to them.

On Tyre Compare, customers can:

- Find local retailers
- Find detailed product information on tyre patterns
- Read reviews about tyres other Tyre Compare customers have driven on

## **Ok great, so how does that help my store?**

Having a customer first approach helps shoppers identify tyre options that best suit their needs, which means less quoting for you and better informed customers.

For example, how long do you spend on the phone quoting a customer who doesn't know their tyre size? Tyre Compare handles these customers so they only come to you fully informed and ready to transact.

Tyre Compare's goal is to offer a simple, affordable way for tyre companies to get immediately in front of their ideal target customer without having to spend exorbitant amounts on traditional paid advertising.

**Read on through our media kit to see why we are Australia's #1 tyre website for tyre shoppers and a reliable source of business for tyre retailers.**

Regards,



Matt Banks, Founder

[www.tyrecompare.com.au](http://www.tyrecompare.com.au)

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# We are Australia's highest reviewed tyre website



4.6 stars from 2009 reviews

## How do our reviews help your sales?

Tyre Compare is the highest reviewed tyre website in Australia, surpassing all other major retailers. This is very important as it builds credibility not only for us, but for the tyre companies that list on our site.

It is a widely accepted fact that consumers are more likely to trust the opinion of previous customers. A recent study showed that 90% of customers consult online reviews before transacting with a business.

Our dedication to maintaining our reputation as Australia's top marketplace for tyres is unparalleled and ensures that tyre companies are dealing with a brand that is well-respected and trusted by consumers. [Click here](#) to see what our customers are saying and why they prefer to shop with Tyre Compare.

## Tyre Compare is the highest reviewed tyre website in Australia

**TyreCompare.com.au**  
★★★★★  
2,009 reviews

**Tyroola**  
BUY TYRES ONLINE  
★★★★★  
1,249 reviews

**mycar**  
Mycar (Kmart Tyre & Auto Service)  
★★★☆☆  
1,012 reviews


**Bob Jane T-Marts**  
★★★★☆  
569 reviews

**tyresales.com.au**  
For the best deal on tyres  
★★★★☆  
496 reviews

**JAX Tyres**  
★★★★☆  
455 reviews

# Recent reviews and customer feedback

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**Dhanapal**  
Sydney, NSW, AU

**VERIFIED CUSTOMER**

**This is good**  
★★★★★ published 21 days ago

Good and easy to navigate the store. Range was good having tyres that aren't sold else where on here. The service was easy with the adequate support provided. Good one




**Chris**  
Greater Melbourne (Metropolitan), VIC, AU  
3 reviews

**VERIFIED CUSTOMER**

**Great Tool for Tyre Choice**  
★★★★★ published 23 days ago

Very easy site to navigate To find and compare tyre price and choice. Made my job of tyre choice and price a breeze to use. Thankyou Tyre Compare for helping me to choose the best tyre at the best price I could find.




**Oliver Sharwood**

**VERIFIED CUSTOMER**

**Great Service and Quality Results**  
★★★★★ published 23 days ago

The guys were quick and extremely helpful in finding the right tyres for me. The contact on the phone was extremely friendly and knew the products extremely well. Would highly recommend the to any one.



**Shark Bay Coaches**  
Gascoyne, WA, AU

**VERIFIED CUSTOMER**

**Tyres to suit my vehicle**  
★★★★★ published 24 days ago

I found the site easy to use. I needed to find the Tyres to suit our work vehicle and found a range of numerous types available as well as there prices which was extremely helpful.

## More about [productreview.com.au](http://productreview.com.au)

Product Review is Australia's most popular public forum for user opinions on thousands of products and businesses. It's where shoppers help each other by recommending good businesses and exposing bad ones. Tyre Compare being number one means more business for us compared to other tyre retailers because online reputation is everything.

## We offer convenient shopping 24/7

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### Did you know, most customers shop at night?



If your business hours are from 8am - 5pm and half day Saturday your store is open only for 50 hours and closed for 110 hours per week. That's a lot of missed opportunities.

Unless your store is online your sales are only as good as your business hours.

With Tyre Compare we can service customers 24/7 when they are ready to shop.

Customers can submit an enquiry online to you during or outside of business hours, ready for you to close the sale in the morning.

Think about what having these extra 110 hours a week will mean to your business. Most people shop online at night, this is why [tyresales.com.au](http://tyresales.com.au) and [tyroola.com.au](http://tyroola.com.au) sell so many tyres compared to their competition.

**Your competition is available 24/7 online and your business should be too.**



**Stop shopping around!**

No need to visit many stores - they're all here!







# We help customers make the right choice

## How do tyre reviews help your sales?

Tyre Compare has close to 5,000 tyre reviews from customers who have driven on a wide range of tyre patterns.

Reviews help customers as they can see what tyres people have driven on with cars the same or similar to theirs.

Reviews play a key role in customers making confident decisions and ultimately returning because they increase the chance of customers being satisfied with their purchase.

 <b>BRIDGESTONE</b> Bridgestone Potenza Adrenalin RE003 ★★★★★ <b>Perfect all weather tyres</b> Perfect tyres for those who like to push their cars. It's grippy in the wet and drives fantastically in normal conditions. It isn't a soft rubber so it'll last you longer than other performance tyres. I got mine at Kmart and it was cheaper...  Joanne, 18 Jun 2018 2010 Alfa Romeo MiTo	 <b>FALKEN</b> Falken ZIEX ZE914 ECORUN ★★★★★ <b>Super quiet</b> Just put ZE 914 tyres on my Mazda CX-5. Noticed straight away how much quieter they were. My fuel economy has also increased. Wow! The price was also so much cheaper than competitions. And with a 60,000km guarantee...  Connie, 14 Jun 2018 Mazda CX5	 <b>PIRELLI</b> Pirelli Cinturato P1 ★★★★★ <b>Excellent tyre with great grip and</b> I had these 195x65x15 on my toyota corolla. Travelled just over 70,000km when replaced. Tyres had Excellent grip on wet and dry road. Gives a very comfortable ride. Noise level only started to notice after about 60,000km on the courser...  Rob, 12 Jun 2018 2013 toyota corolla ascent sedan
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## 4,900+ Tyre Reviews!

## **We are 100% independent**

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### **How does this help your sales?**

Comparison websites like Webjet and iSelect have been helping travelers and home owners buy products for years. They have been widely successful because they provide all the options from many vendors without having a pushy agenda.

Our customers also know we have no agenda or influence on purchasing tyres. Our job is to find the retailer who can supply the customer with tyres that best suits their needs whatever they may be.



**We are 100% independent**

We are not owned by retailers or manufacturers



# Advertise with us!

Here's why retailers love Tyre Compare

## How do we work for you?

1

### We find you customers

Tyre Compare advertises online via Google, SEO and social media. We have a channel partner network that refers customers to our website for tyres.

2

### We recommend tyres that you sell

The customer is guided through the buying process by our staff and online tools to find a tyre that suits their needs.

3

### You close the sale

We give you an analysis of the market and your competitors. Not sure what to stock? Is the local retailer having a sale at the moment? We can provide you with all the information you need to know to improve your sales and overtake the competition.

**We'll get you tyre sales. It's that simple.**

# We provide market intelligence to retailers



Home  
Enquires (26)  
Tyre Catalogue  
Add Top Sellers  
Sale Leads (225)  
Advertising Analytics  
My Details  
Logout  
Need Help ? Call us on 0415 767767

**CUSTOMER'S CHOICE**

**QUOTE FOR 215/55R17**

Pirelli

Powergy :: 94 W

Load: 94      Speed: W  
Run flat: no      Eco-friendly: no

Call for availability

All prices must be final and include balancing, fitting and GST

Price per tyre

\$ 0      Four for three

Price range: \$119.00 - \$175.00  
Pricing Range is a guide only. Data is only applicable to this tyre. Source: Tyre Compare Database.

**DEALER RECOMMENDATION**

Send Quotes

Add a quote for a:  
**215/55R17**

Add a quote for a:  
**215/55R17**

Our quoting system can tell you the pricing of similar tyres in the market so you can remain profitable by avoiding unnecessary undercutting.

# We show you the top selling tyres in your area

**TYRE CATALOGUE** Account Health **34%**

ADD TOP SELLERS BRAND/PATTERN MANAGE 4/3 DEALS VIEW LIVE ADS

The top sellers are the most sold tyres on Tyre Compare ordered by the most popular sizes first, Add these sizes to increase sales.

**Quick Search** Width Profile Rim Refresh

Tyre Size	Progress	Popularity	Options Added	Sell Tyres in this size
205/55R16		High	14	Add / Edit
195/65R15		High	15	Add / Edit
215/60R16		High	21	Add / Edit
225/65R17		High	13	Add / Edit
265/65R17		High	20	Add / Edit
215/65R16		High	10	Add / Edit
205/60R16		High	11	Add / Edit

We can show you the most popular tyres in your area so you can tweak your advertising strategy for better performance. Our top seller function shows you the most popular tyres by size in your area so you can spend the least amount of time managing your advertisements.

A close-up photograph of a mechanic in blue overalls kneeling on a tiled floor, inspecting a car tire. The mechanic's hands are resting on the tread of the tire. In the foreground, a pneumatic impact wrench lies on the floor. The background shows a white car and a blue wall.

# Dealer Testimonials

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You're in good company

Over the years we have worked closely with Matt and his team. Tyre Compare provide a good service for a reasonable price. I am more than happy to recommend Tyre Compare as a good advertising tool any retailer should add to their business. We have been with Tyre Compare since it started and I think that says a lot about how happy we are with Tyre Compare.



**The Wheel Shop Derrimut**

**Store type:** Bricks and Mortar location

**State:** Servicing Australia Wide

**Owner:** John Agha

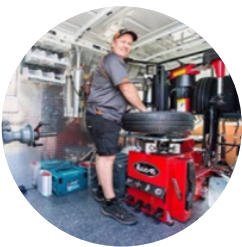
**Website:** [www.thewheelshop.net.au](http://www.thewheelshop.net.au)

**Member Since:** 18/10/2015

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This is the second time I have used Tyre Compare, once in my previous job and now as an affordable option for us to get online when we started our new business. With TC we could get online customers straight away without the hassle of building a website and the unknown expense of google. We now have our own website too but Tyre Compare is still an affordable source of leads for our business. Once you setup your profile it's really low maintenance and easy to use. Also, the solution for mobile dealers is really simple to add new territories we service and call out fees on smaller jobs etc.



**Mobile Tyre Team**

**Store type:** Mobile Tyre Fitter

**State:** Servicing SE Queensland

**Owner:** Grant Mc Gregor.

**Website:** [www.mobiletyreandautoteam.com.au](http://www.mobiletyreandautoteam.com.au)

**Member Since:** 20/03/2017



We use Tyre Compare as a consistent means of supplementing our own online activity. Matt and the team have always been helpful throughout the process and the portal is simple enough for all of our team to access. We prefer using Tyre Compare to working with other online retailers because the sales draw from our own stock ahead of selling someone else's tyres simply for a fitting fee! Good business model Tyre Compare well done!



**The Garage Miami**

**Store type:** Bricks and Mortar location.

**State:** Servicing Miami area Gold Coast

**Owner:** Nathan Brookes

**Website:** [www.thegaragemiami.com.au](http://www.thegaragemiami.com.au)

**Member Since:** 09/08/2017



Over the past 2 years Tyre Compare have been an important part of Tyre Assist & Mobile Tyre Assist business development and growth. The [www.tyrecompare.com.au](http://www.tyrecompare.com.au) site is user friendly, low cost and generates good on-goings leads. Matt has studied the retail tyre industry, listened to the concerns and needs of business owners and has applied modern digital and web based solutions to the challenges we face as independent family tyre dealer. We look forward to continuing success with Tyre Compare into the future.



**Mobile Tyre assist**

**Store type:** Mobile retailer

**State:** Servicing Northern NSW and Gold Coast areas

**Owner:** Nigel Chynoweth

**Website:** [www.tyreassist.com.au](http://www.tyreassist.com.au)

**Member Since:** 21/06/2016



Our Business signed up with Tyre Compare some time ago, to give us an internet presence. The modern world is very tech savvy and we need to have as big a business footprint as possible. Tyre Compare opened up many leads for us. We have since increased our own TyrePlus Wanneroo website and the combination of the two is very beneficial.



**Tyre Plus Wanneroo**

**Store type:** Bricks and Mortar location.

**State:** Servicing wanneroo area WA

**Owner:** Rod Greene

**Website:** [www.wanneroo.tyreplus.com.au](http://www.wanneroo.tyreplus.com.au)

**Member Since:** 24/08/2016



We have been a member since its inception and have watched our sales increase. In addition to sales growth, making sales online (and in our own time) has taken the pressure off having to deal with customers in a 'then & there' situation. It's also made it easier as the customers know what they want. TyreCompare have introduced many new customers to our store and helped us grow in more ways!



**ABC Tyre Power**

**Store type:** Bricks and Mortar location.

**State:** Servicing Sydney Metro

**Owner:** Chris Tofalakis

**Website:** <https://www.abctyrepower.com.au/>

**Member Since:** 22/07/2014

# Frequently Asked Questions

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## **Are there commissions on sales?**

There are no commissions on sales. You only pay our transparent monthly fee.

## **How do customers pay?**

Customers pay you in full after fitting.

## **Can I take a deposit from the customer?**

It's up to you. We recommend you do if you have to make a special order for the customer.

## **Do you provide performance tracking?**

Yes we do, here is what we track to measure your ROI:

- Calls to stores from live ads, and the dealer locator
- Enquiries from live ads sent via email
- Quotes in your area sent via email
- Response time of your staff using Tyre Compare
- Ad views - number of times we have displayed your ads
- Address requests - number of times customers have requested your location

## **Do I get customer details ?**

Yes you get their name, mobile number and email including the details of what they are after.

## **Mobile dealers**

Yes, if you are a mobile retailer.

## **Can I write product reviews for tyres too?**

Yes you can, follow the below link to review a tyre:

<https://www.tyrecompare.com.au/tyre-reviews>



**What tyres can I sell?**

Any tyre as long as they are not second hand.

**Can I add my own range of tyres, brand pattern etc?**

Yes we will add any tyre you sell.

**I have multiple stores, can you help me?**

If you own multiple stores it's no problem. You can manage multiple sites from one profile easily.

**Tyre Compare Vs tyresales.com.au and tyroola.com.au**

Ask for our tyresales business model report to learn more, invite only.

**Are you Tyre Sales or Tyroola?**

- We are a technology company, not a retailer
- We don't buy, stock or hold tyres
- You sell your own tyres and are not a firmnet centre
- Generating low cost leads for tyre retailers is our only product

## Contact us

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### Want to start advertising today?

Give me a call, let's talk.



[www.tyrecompare.com.au](http://www.tyrecompare.com.au)

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Mobile: 0415 767 767

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Email: [matt@tyrecompare.com.au](mailto:matt@tyrecompare.com.au)

Matt Banks  
Dealer Services