

# Tiger Wheel & Tyre launches new website

Issued by [Tiger Wheel & Tyre](#)

23 Jun 2021

Award-winning tyre retailer and auto fitment centre, Tiger Wheel & Tyre, recently launched its newly revamped website. In a tactical move that comes at a time when online browsing and online shopping have proven, now more than ever, to be a critical tool in the successful operation of any business.



Farishta Singh, group marketing executive at TiAuto Investments: “2020 was a difficult year for many people and organisations. When the country went into hard lockdown, many businesses that were deemed non-essential had to halt operations. Having been thrust into this new normal for several months, many companies were forced to adapt and rethink their business model.”

Continuing: “At Tiger Wheel & Tyre, what we did notice was that more people were actually visiting our website and browsing through our product selection – with 2020 recording a definitive increase in website traffic versus 2019. This actually motivated us to further optimise our online platform to make it easier and more efficient for consumers to navigate our website and continue to shop online from the safety and convenience of their own homes.”



## Tiger Wheel & Tyre is turning up the heat this winter

Tiger Wheel & Tyre 14 Jun 2021



The new Tiger Wheel & Tyre website boasts some clear distinctions from its predecessor, most noticeably the larger, bolder more daring fonts coupled with the introduction of more vibrant and vast images showcasing the stores, products and actual workforce behind the brand – adding a somewhat personalised and nuanced feel to the online experience.

Other important features that enhance and complete the cleaner, more modern and refreshed look are the easy navigation tabs, seamless payment and checkout processes, and the convenience of an added Wishlist.

Tiger Wheel & Tyre is committed to providing consumers with expert advice, superior fitment services and products from leading brands in wheels, tyres and batteries.

Visit their newly refreshed website at [www.twt.to](http://www.twt.to) for information on current promotions, products and services or to shop online fast, easy and safely. You can also follow the brand on Facebook, Twitter and Instagram using the handle @TigerWheelTyre

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At Tiger Wheel & Tyre, we make auto-fitment our business! We care about your safety and that's why we offer only the best in quality brands, matched with expert advice and service excellence that's honest, convenient and affordable.

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