

**“GET THE POWER OF  
AUSTRALIA’S BIGGEST  
INDEPENDENT  
NETWORK.”**

The Tyrepower logo, a stylized 'O' with yellow and red segments, is positioned to the left of the word 'Tyrepower' in large white letters. The background shows a blue and red storefront with a window and a roll-up door.

**Tyrepower**

A man and a woman, both smiling, stand in front of the Tyrepower storefront. The man is wearing a dark blue polo shirt with the Tyrepower logo on the chest. The woman is wearing a red polo shirt with the Tyrepower logo on the chest.

**Every Member has a share.**

INFORMATION FOR PROSPECTIVE TYREPOWER MEMBERS



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*Tyrepower is owned entirely by its Members – where **every Member has a voice** in Australia’s biggest independent tyre retail network.*

GET THE POWER OF AUSTRALIA’S BIGGEST INDEPENDENT

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Tyrepower is not a franchise, it's a cooperative, owned entirely by its Members; with all of them being equal shareholders in the company.

## OUR STORY

Tyrepower was established in 1977 by 10 independent tyre retailers to offer customers the value of an independent tyre dealer network.

Throughout our history we have strived to offer customers the flexibility, product offering and savings of an independent dealer network, with the professionalism of what has become the largest independent tyre retailer in Australia.

Tyrepower is now recognised by many of the major manufacturers and suppliers as a primary distribution channel, from which we now enjoy preferential and exclusive arrangements, available to all Members.

## GIVING YOU THE POWER

Tyrepower is solely owned by its Members – each Member is a shareholder and all shareholders are equal, regardless of whether they own one or multi outlets and all benefits created are transferred to Members financially, through marketing or services.

Each new Member is required to purchase shares in Tyrepower; these shares represent an on-going asset to the Member. The only other costs for new Tyrepower Members relate to business acquisition, membership fees and associated levies.

Tyrepower Members are uniquely positioned in the market to be able to offer the consumer a wide range of products that provide the best value for money without the limitation of being locked into particular brands.

# WHY IT WORKS

It's your store. While maintaining your independence, Tyrepower can offer you leading business opportunities. Through centralised systems and programs, every Member shares in the benefits.

- Significant investment on television, radio, newspaper, catalogue, digital and directories
- Dedicated Tyrepower Account manager
- Preferential trading terms
- Access to major tyre, wheel, mechanical parts and battery brands
- Instant access to rebate programs
- Profit share entitlements
- Group insurance schemes
- Tyrepower conferences and networking with other Members
- Combined Regional and Perth Metropolitan monthly marketing campaigns
- E-commerce website and mobile website
- Fleet
- National sponsorships
- Community and charity sponsorships
- Supplier promotions, training and support
- Costar Tyrepower Template POS software
- Access to the national 13 21 91 telephone number, mapping and administration
- Exclusive tyre brand Vitora for passenger, RV and light trucks

Tyrepower Members receive a better business model that's fully focused on individual Member success, a proven, fully integrated marketing and advertising program that has created a powerful national brand as well as access to superior systems, support and ProFleet – Australia's fastest growing fleet provider.



# THE PILLARS OF STRENGTH



## LARGEST INDEPENDENT

Tyrepower is Australia's largest group of independent tyre dealers, with more than 290 stores across Australia and New Zealand.

Tyrepower's strong brand recognition has benefits for Members in successful customer recall of the name and slogan "Get the Power", outlets and vehicles are clearly identified by distinctive brand colour scheme and logo, and interiors feature a unique look incorporating signage, furniture and point of sale (POS) items.

The identification of your store with the familiar Tyrepower brand will become one of your strongest business assets.



## LARGEST RANGE

As a Member you will gain access to Tyrepower's wide range of brands, which will provide you with a powerful competitive advantage. This includes:



## LOCAL

Tyrepower is built on local owners, people, knowledge and premium service. While it is Australia's largest independent network, it is structured in a way that prioritises each store's position and role in their local community.

Tyrepower operates on a national basis with four distinct marketing companies based in WA, New South Wales, Queensland, and Victoria, to ensure a local market focus.

Tyrepower is extremely proud to have won the Canstar Blue Most Satisfied Customers Award in the Tyre Retailers category each year since 2013. We see this as proof that all our local owner operators are focused on delivering a level of service that's second to none.

# CONNECTED NETWORK

One of the most powerful benefits of the Tyrepower network is regular involvement, contact and communication between Members. Interaction between Members is supported through numerous annual events aimed at sharing ideas and fostering the culture that has developed over 30 years.

- **Annual International Conference** – bringing Members and suppliers together to exchange ideas and learn from each other.
- **The Regional Annual General Meeting and Regional Conference** – integral in setting policy, product knowledge and networking.
- **Regular business and group communication** from both Regional and National offices.
- **Quarterly TORQUE magazine** for Members with news, information and industry developments.
- **Intranet** – a platform of support including online ordering for uniforms, stationery and merchandise, access to technical information, pricing and training.

## PROFLEET

Tyrepower ProFleet is Australia's fastest growing fleet program. The latest technology integrates support systems for Members with national or state based corporate fleet account holders and clients. It is powered by the national office for the benefit of all Members.

ProFleet customers get the support of the national network while driving business opportunities to your door, through access to online processing and administration of fleet and lease company sales including Smart Fleet, Customfleet, SG Fleet, Orix Fleet Lease and NPN.





# MARKETING

Tyrepower has built a strong brand identity with effective marketing for the benefit of all Members – providing collective benefit that cannot be obtained as an individual tyre dealer. Campaigns are designed to create customer enquiry and generate sales demand.

Western Australian marketing includes:

- Regular Metro & Regional TV Campaigns
- Nova 93.7 & 6PR Radio advertising
- SEN Radio across multiple sports
- Messages on Hold
- Digital advertising
- Social Media & advertising on Facebook
- Google Ad Words
- Press shells for local advertising
- Grand Opening Days and Celebrations

# GROUP PURCHASING POWER

The Central Accounting Function (CAF) unique to Tyrepower empowers Members with group purchasing power from approved suppliers and is the backbone of administration driving the growth of Australia's largest independent tyre group.

CAF is popular with Members due to the success it has offered in reducing costs, improving back-up and streamlining administration. It allows all Members, regardless of their size, to be an integral part of a large, successful distribution system, for minimal capital outlay.

To qualify Members meet pre-determined financial and administrative criteria. Once on board, CAF makes processes simpler and automated - at the end of the month, Members receive an account from Tyrepower which will separately pay suppliers. Easy buying, easy billing.



## CAF SUPPLIERS

- 4WD Supa Centre
- Arrow Tyres
- Autoline
- Bearcat
- Bridgestone Australia
- Burson Auto Parts
- Century Batteries
- Continental Tyres
- Cova
- Dynamic Wheels
- Elan Energy Matrix
- Exclusive Tyres
- Hankook
- Kumho Tyre Australia
- Michelin Australia
- Microhouse
- Mullins Wheels
- NAPA Parts
- Pirelli
- Rema Tip Top Australia
- Repco Auto Parts
- ROH Wheels
- Specquip
- Speedy Wheels
- Sky Marketing
- Sumitomo Rubber Australia
- Total Tyres
- Toyo Australia
- Treloar Australia
- Tyrecycle
- Tyremax
- Tyre & Tube Specialists
- Wheel, Weight & Patch
- Wheel Pros
- YHI Australia
- Yokohama

## MARKETING PARTNERS

- Tyremax
- Toyo Australia
- Kumho Tyre Australia
- Pirelli
- Continental Tyres
- Century Batteries
- Michelin Australia
- Exclusive Tyres
- Sumitomo Rubber Australia

## SUPPORT FOR MEMBERS

Tyrepower, through its strength, is continually adding new goods and services to its list of advantages for Members. Tyrepower is built on partnerships and promoting independence, for its Members, suppliers, brands and local communities.

With a local focus made possible with the four marketing divisions across Australia, Tyrepower place high value on community involvement. Many independent stores establish their own sponsorships with local groups and community sporting teams.

On a state level, Tyrepower have sponsorship deals including the Perth Wildcats and the Halftime Heroes initiative which allows junior clubs to step onto the big arena for a game during the half time break.

Tyrepower also drives the Next Generation Academy at the Fremantle Dockers, giving young sporting stars the opportunity to develop their skill and participate at the next level.

# YOUR POWER, YOUR CHOICE.

- Member Intranet
- National Training Programs
- Business Development
- Mentoring & Peer Support
- Marketing & Administration Support
- Online Ordering of Supplies

**Enquire about becoming a  
Tyrepower Member today**

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