

AI is here — how are you using it?

HOW TO GET THE MOST OUT OF
THIS DEVELOPING TECHNOLOGY

By Madison Hartline

The utilization of artificial intelligence (AI) has become more common in various retail applications over the last few years — and tire retailing is no different. According to a number of companies that offer AI solutions, more tire dealerships are taking advantage of the benefits that AI has to offer. Officials at these companies break down how tire dealers are currently using AI tools and the future of AI in the tire retail segment in this MTD exclusive.

MTD: Are more tire dealerships using AI products and tools?

LUKAS KINIGADNER, co-CEO of Anyline Inc.: Absolutely. We're seeing a clear uptick in AI adoption across the tire industry. Dealerships of all sizes are looking for ways to modernize without overhauling their entire operation and AI offers exactly that: smarter, faster ways to do the same work with greater

accuracy and consistency. Whether it's inspections, inventory decisions or service recommendations, AI tools are helping dealers reduce manual effort, deliver



TireBuddy is Anyline's first dedicated tire inspection app and dealers of all sizes can access it via a plug-and-play technology format, says Lukas Kinigadner, co-CEO of Anyline Inc.

Photo: Anyline Inc.



"Tire dealers are increasingly hungry for AI solutions because automation offers real answers to both long-standing industry pain points and emerging consumer demands," says Todd Richardson, CEO Atrium Solutions Inc. & In Motion Brands.

Photo: In Motion Brands

better service and stay competitive in a rapidly digitizing market.

TODD RICHARDSON, CEO and president at Atrium Solutions Inc. and CEO at In Motion Brands: Absolutely — 100%. While we're still in the early days of full-scale adoption, the momentum is undeniable. Tire dealers are increasingly hungry for AI solutions because automation offers real answers to both long-standing industry pain points and emerging consumer demands. These include:

- Missed revenue opportunities due to unanswered calls or poor follow up;
- Labor shortages and overworked front-line staff;
- Rising customer expectations for speed, expertise and 24/7 availability;
- The high cost of traditional customer service models, and;
- Data-driven decision-making replacing gut-based management.

AI is not just a buzzword. It's becoming a core pillar of operational efficiency.

JEREMIAH WILSON, CEO, Convirza: Absolutely. We're seeing strong momentum as tire dealers adopt AI tools to compete more effectively and sell more. The adoption of AI tools in tire dealerships is not just a trend. It's a strategic move toward using AI to make your day easier. With the increasing volume of customer interactions, especially phone calls and texts, (dealers are) turning to AI to ensure no opportunity is missed.

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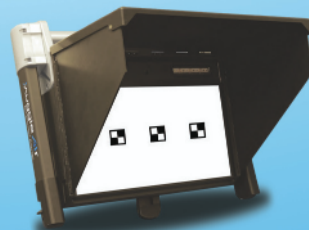


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Artificial intelligence

STEVE LEE, co-founder and chief technical officer, Leverage: Absolutely. The tire service industry is undergoing rapid transformation and AI adoption is accelerating across the board, from national chains to independent shops and franchises. As operational margins tighten and customer expectations for speed and convenience grow, tire dealerships are turning to AI to stay competitive. What used to be a niche innovation is now quickly becoming a core part of how modern shops operate.

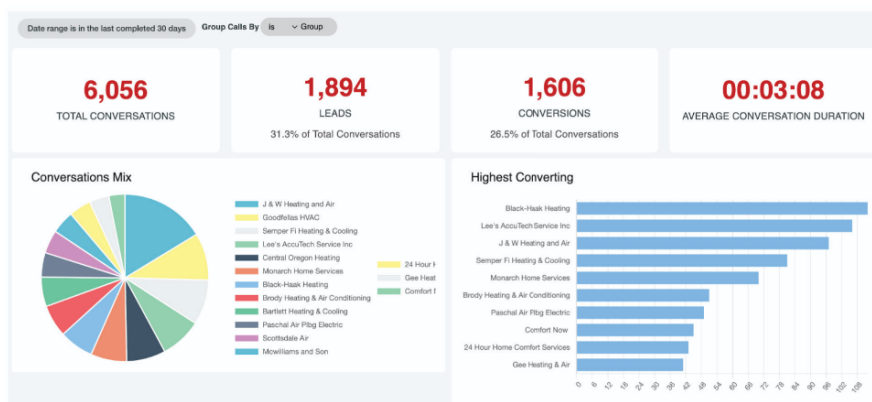
LINDA GRAY, CEO, Mastertech.ai: Yes. From our conversations with tire dealers and service centers, more and more businesses are incorporating AI tools and technology into their workflows. Many of them are proactively seeking out new AI tools to evaluate how they can enhance their business.

RYAN LOUIS, CEO, Revmo AI: From my seat at Revmo AI, the answer is a resounding yes. AI has moved from “interesting” to “inevitable” in the last 18 months. We’re seeing independent tire dealers and chains treat AI the way they treated websites 20 years ago: an unavoidable front door to the business. Most start small — after-hours call answering, simple appointment booking, etc. — but once they see the uptick in captured calls and ticket value, expansion is quick.

IVAN CERAJ, head of platform at Tire-Tutor: Across automotive more broadly, we’ve seen AI being used to book appointments and chat bots being used to interact with customers. I think there’s a lot of wide-open space here to provide the tire industry with solutions made specifically for them.

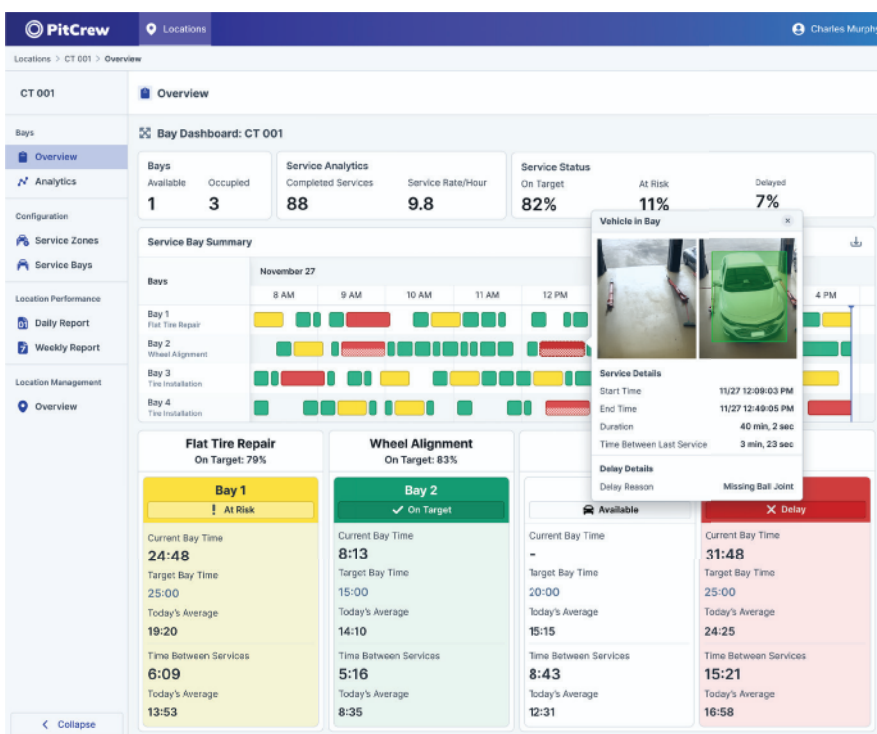
MTD: What are some other ways tire dealerships are currently using AI?

KINIGADNER (Anyline): Today, many dealerships are using AI to digitize some of the most time-consuming and error-prone parts of their workflow. Tire inspections are a prime example. Instead of manually checking DOT codes or tread wear, AI-powered apps can now capture that information instantly using just a smartphone. AI insights are being integrated into point-of-sale systems, so technicians can offer timely recommendations



“The adoption of AI tools in tire dealerships is not just a trend. It’s a strategic move towards using AI to make your day easier,” says Jeremiah Wilson, CEO, Convirza.

Photo: Convirza



“AI systems like PitCrew use Vision AI to monitor service bay utilization, detect bottlenecks and improve throughput in real time,” says Steve Lee, co-founder and chief technical officer at Leverage.

Photo: Leverage

or service bundles while the customer is still in the bay.

RICHARDSON (Atrium, In Motion Brands): AI is reshaping nearly every aspect of the tire dealership, from customer-facing tasks to backend operations. Some of the most common and effective current uses include:

Front office support. Many tire dealers are shifting toward a hybrid customer service model, where AI supports the front desk team.

Emergency roadside service (ERS). Commercial tire dealers, especially those servicing fleets, are revolutionizing how they manage roadside breakdowns. AI-powered ERS platforms streamline

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Artificial intelligence

dispatching, eliminating the manual back-and-forth and reducing dispatch times from 30 minutes to as little as 15 seconds.

Marketing automation. Any tire dealer handling marketing in-house is increasingly turning to AI tools for email automation, ad performance optimization, customer segmentation and predictive campaign targeting.

Business intelligence and planning. Dealers are leveraging AI-driven analytics to gain real-time insight into sales, service performance, technician efficiency and inventory management.

WILSON (Convirza): (AI can) identify missed opportunities from phone calls where potential leads weren't properly handled or followed up; monitor and track agent performance by analyzing call content, tone, responsiveness and adherence to scripts; and AI voice agents answer calls 24/7 and even schedule appointments directly into shop calendars.

JIM KRAKOWER, director of system development, JMK Computerized Tire Dealer Information System Inc.: Back-office efficiency automates mundane tasks and eliminates typos. (AI can help) automate processing daily tasks of just-in-time parts/tire invoices from vendors. It can also seamlessly integrate all aspects of accounting with multi-corporation financial statements and state use tax to minimize manual entry. AI helps the sales counter automate quotes and fully integrate digital vehicle inspection and direct alignment machine link. It could also incorporate predictive analytics for product/service recommendation.

LEE (Leverage): AI is finding its way into virtually every part of tire service operations. Common uses include:

Service bay intelligence. AI systems ... monitor service bay utilization, detect bottlenecks and improve throughput in real time. This results in more efficient bay usage, enabling shops to complete more jobs per day without increasing staff — driving higher daily invoice counts and boosting overall revenue.

Wait time forecasting. AI trained in real-world service data provides accurate repair time estimates based on vehicle make, model and service type.

Inventory management. AI models help

optimize stock levels, reducing over-ordering while ensuring critical parts are always available.

Point-of-sale and CRM. Shops are integrating AI into their front-end systems to personalize customer recommendations, streamline check-ins and automate follow-ups and marketing.

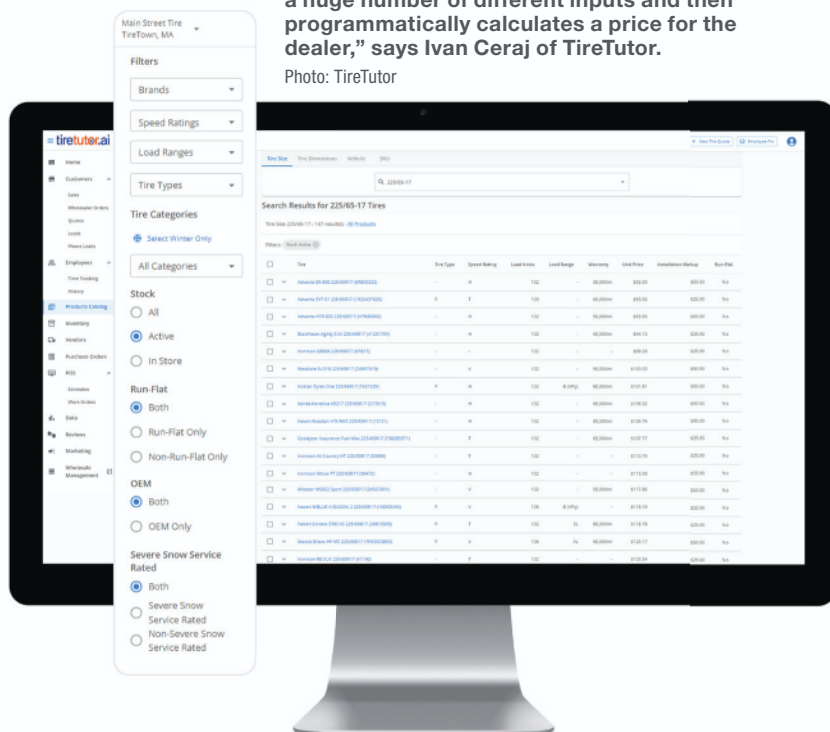
Queue and staff optimization. Real-time monitoring helps managers rebalance technician workloads and service scheduling dynamically.

GRAY (Mastertech.ai): Many dealerships are using AI for helping with phone answering and scheduling, which is a great use of the current AI technology.

LOUIS (Revmo AI): Today's smartest dealers point AI at their biggest choke-points: quoting, ordering and call overflow. A 24/7 voice agent answers every ring, pulls tire size from the plate or VIN, checks live inventory across local warehouses, quotes good-better-best options and books the job — all before the caller would have reached a human. Routine questions — hours, rotations, TPMS lights — are handled on the same call or by quick

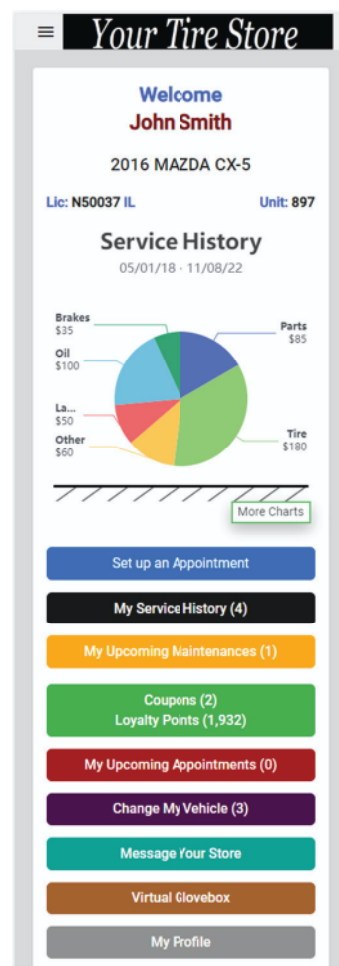
"AI-based programmatic tire pricing takes in a huge number of different inputs and then programmatically calculates a price for the dealer," says Ivan Ceraj of TireTutor.

Photo: TireTutor



Service//SMART (pictured) uses a QR coded vehicle sticker and customer's own smart phone for direct access to the vehicle service history and ability to make new appointments.

Photo: JMK Computerized Tire Dealer Information Systems Inc.





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Artificial intelligence

SMS follow-ups, freeing counter staff to focus on customers already in the bay.

CERAJ (TireTutor): A great example is tire pricing, which can be incorporated into a larger point-of-sale platform. AI-based programmatic tire pricing takes in a huge number of different inputs and then programmatically calculates a price for the dealer, so they don't have to worry about doing math at the counter. It saves time and it ensures they can maintain margin at all times.

MTD: What future uses for AI do you envision at tire dealerships?

KINIGADNER (Anyline): We believe AI will become deeply embedded in every part of the tire service workflow, not just at the inspection stage. In the near future, we expect AI to handle everything from automated check-ins to real-time vehicle diagnostics, minimizing technician workload and maximizing efficiency. Another exciting frontier is technician training and knowledge. Imagine a built-in tire expert companion — powered by generative AI — that can answer any tire-related question, help interpret inspection results and even analyze photos for edge cases or damage. With AI, every technician can have expert-level guidance in their pocket.

As more of these tools are adopted, the volume and quality of AI-powered data will unlock smarter decision-making across the entire business, from operations to customer engagement.

RICHARDSON (Atrium, In Motion Brands): Our stance is simple: the future is already here. It's just not evenly distributed. Business owners must stop calling in their orders to the order desk and instead embrace the full capabilities of digital and AI technology. Looking ahead, we believe that AI and robotics will transform every job and function within a dealership. From autonomous mobile service units to fully integrated CRM platforms that manage customer lifecycles without human intervention, the opportunities are endless. However, the one constant is the human touch. As long as customers value genuine interactions and we can find people for those roles, there will always be a place for people in this industry. Dealerships that

harness AI to handle routine work will give their people freedom to excel at what humans do best.

WILSON (Convirza): Looking ahead, we see widespread adoption of AI voice agents. More shops are using AI to identify missed sales opportunities and provide better customer service.

LEE (Leverage): AI will evolve from a passive observer to an active orchestrator of daily operations. Here are just a few high-impact use cases on the horizon:

AI co-pilots for shop managers. Real-time recommendations for technician assignments, upsell opportunities and customer queue rebalancing;

Integrated customer profiles across visits. AI will connect the dots between tire wear patterns, alignment history and service records to suggest proactive services, boosting safety and sales; and

Automated service planning. AI will schedule appointments automatically based on historical demand, technician availability and even weather or local events.

The future of AI in tire service is predictive, personalized and proactive.

GRAY (Mastertech.ai): I strongly believe that in the near future, AI will be integrated into every aspect of the workflow — not just in the tire dealer industry, but across most vertical industries and sectors. For tire dealers specifically, I see AI enhancing everything from front-end customer relations to scheduling, workload management, inventory optimization, service need analysis, personalized service recommendations and assisting technicians in completing jobs more efficiently.

LOUIS (Revmo AI): The next wave is predictive service orchestration. Machine-learning models will combine tread-depth scans, mileage data and driving patterns to predict the exact week a customer will need new tires. Your AI agent will then automatically text or call with a personalized quote, check the customer's digital calendar for open windows and drop the appointment onto the shop's schedule. It's the same, just-show-up convenience that ride-share apps have trained us to expect, applied to tire replacement and every follow-up service.

CERAJ (TireTutor): Tire forecasting and inventory management is a great use case that I think we'll see more of soon, taking a lot of inputs and helping a dealer understand what kinds of tires they should be ordering — and in what quantity — to maximize their potential revenue. For that to be successful, you really need access to a lot of data to train the model.

MTD: What are some of the AI products you offer for independent tire dealerships and what are the features and benefits of those products?

KINIGADNER (Anyline): At Anyline, we've developed two key solutions for the tire industry. The first is TireBuddy, our mobile inspection app designed specifically for independent tire dealers and service teams. It allows technicians to scan tire sidewalls, capture DOT codes, measure tread depth, detect visible damage and scan VINs, all using a standard smartphone. The entire inspection process takes less than a minute, requires no extra equipment and provides clear, AI-verified results that improve accuracy and build customer trust.

For larger service providers or enterprise customers with their own apps, we also offer the Anyline SDK — a powerful set of tools that can integrate directly into an existing workflow. This allows companies to embed our scanning and AI capabilities — including tire data, VIN recognition and barcode capture — into their own branded apps.

RICHARDSON (Atrium, In Motion Brands): We offer a suite of purpose-built AI tools specifically designed to help tire and auto repair businesses grow while reducing operational pressure:

AI Service Advisor Agent lowers inbound call volume to service advisors and counter staff by 20% to 50% and ensures every call is answered and captured, while collecting more accurate, consistent and actionable customer information. It features appointment booking, multilingual support, customer detail collection, quote assistance and intelligent routing;

AI Fleet ERS Platform automates fleet dispatch for emergency tire service. It features instant customer data intake, automated dispatching and fleet profile recognition; and

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Artificial intelligence

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WILSON (Convirza): Conversation analytics analyzes every call for lead quality, sales readiness and missed opportunities; Agent scoring and coaching automatically scores calls based on performance criteria, helping managers coach more effectively and ensure quality service; and AI Voice assistant (serves as a) virtual receptionist that answers, engages and books appointments — ideal for after-hours coverage or busy peak times.

KRAKOWER (JMK Computerized TDIS Inc.): Collaboration of 10 goal-driven AI software modules:

Service//SMART uses a QR coded vehicle sticker and customer's own smart phone for direct access to the vehicle service history and ability to make new appointments;

J-Portal allows commercial/wholesale customers smart phone remote access to their service and payment history, with (the) ability to easily create new appointments, and many more options;

J-Buzz PLUS automates two-way text/emails customer contact extrapolated from service history and sales counter vehicle follow up triggers;

J-Doc PLUS (allows a dealership to) go paperless and store customer invoices, related parts vendor (information) digitally, to include handwritten notes/comments. It also loads just-in-time vendor invoices directly into the system;

Audit//TRAC validates just-in-time vendor supply invoices back to accounts payable accounting, inventory control, sales invoice cost assignment and vendor returns or cores tracking using optical character recognition technology.

J-Tab fully integrates digital vehicle inspections with related features;

Trac//SMART offers advanced in-shop tracking of vehicle service process via

extensive bar codes and keeps employees and customers up to date on vehicle status with extensive tracking of employee productivity and optional customer text messaging;

J-Dash (is) an analytics platform and management advanced information tool with over 90 charts/graphs and extensive guidelines on inventory, employee tracking productivity;

J-UPC harnesses your staff's smart phones or tablets for easy-track AI, an in-store (warehouse) smart device inventory tracking or control allowing dealers to repurpose staff's existing hardware to validate inventory on hand, and;

J-Custom AI (creates) bespoke AI systems to dealer's exact operational requirements, supported by a deep talent pool based in four states and 50-plus years of extensive industry experience.

LEE (Leverage): Our flagship product for tire dealerships is PitCrew, an AI-based real-time service bay intelligence platform. It's designed to turn service centers into high-efficiency, high-throughput operations. Key features include:

Real-time bay monitoring: Uses Vision AI to analyze live video feeds and track bay occupancy, vehicle make and model, machine and tool use and job status;

Predictive wait time forecasting: AI-trained on real service data provides accurate job time estimates to set realistic customer expectations, and;

Labor tracking and optimization: Monitors technician workflows, tracks time spent per service and highlights staffing inefficiencies. This helps shops ensure the right number of technicians are assigned at the right time, improving productivity and reducing idle labor costs.

GRAY (Mastertech.ai): At Mastertech.ai we are building AI products to help advisors maximize service opportunities for every vehicle and increase ARO, while also assisting technicians in completing repairs more quickly, easily and safely.

LOUIS (Revmo AI): In short, Revmo's suite turns every inbound interaction — calls, texts, promo redemptions — into a fully-tracked, revenue-generating workflow.

The AI Voice Agent makes sure no call goes unanswered; the Conversation

Analytics Center converts those calls into actionable insights and coaching; Smart Coupon Wallet Links close the loop by delivering perfectly-timed offers and measuring redemption; and Ignite Integrations drop all that data straight into the shop's existing POS and CRM. The payoff is national-chain sophistication — higher booking rates, granular ROI visibility, and faster go-live — delivered on a pay-for-value value pricing model.

Revmo Voice Agent (provides) 24/7 conversational phone agent that answers every call, books service, sends SMS and upsell links. (It) captures missed revenue and frees counter staff.

Conversation Analytics Center (provides) live transcripts, intent tags ("tire quote" or "alignment"), booking-rate dashboards and coaching prompts. (It) improves close rates and proves marketing ROI.

Smart Coupon Wallet Links (has) AI choose the right offer, deliver via SMS/wallet and tracks redemption back to the call. (It) offers 17% to 20 % average redemption without blanket discounts.

Revmo Ignite Integrations (provides) plug-ins for TireMaster, Tekmetric, BayIQ, MaddenCo and open API. (It) goes live in less than two weeks, no rip-and-replace.

CERAJ (TireTutor): We have a number of solutions currently available to dealers and more in development. AI-enabled programmatic tire pricing is one where we are adding more and more AI powered insights all the time; we continuously update prices of over 300,000 SKUs based on many factors; and we allow dealers to adjust their pricing based on this data and their business strategy.

We also have an AI agent that can take tire orders over the phone in both English and Spanish. It's specifically intended for larger dealers and helps reduce wait times and free up staff during busy times.

Our analytics suite is powered by AI — not just providing dealers with the data, but helping dealers quickly interpret charts and uncover key insights.

And finally, we have an algorithmic traffic acquisition product, which uses AI to maximize return on the dealer marketing investment, ensuring that they're paying for the right traffic at the right time. ■