



CASE STUDY

BOULEVARD TIRE: TRUSTED PARTNER TO FLEETS



BACKGROUND

Boulevard Tire

- Largest independent tire dealer in Florida
- “Around-the-wheel” experts

Leading Fleet Advisor.

As the largest independent tire dealer in Florida, Boulevard Tire seeks advanced solutions and services for the fleets they serve. They focus on around-the-wheel care and differentiate themselves by doing their homework before making recommendations to fleets, knowing their reputation is on the line.

Strength in Service.

Boulevard Tire services some of the most worn equipment in the nation. “Florida is the last stop for a lot of equipment,” says Nate Caras, Store Manager. “The stakes are higher when choosing which solutions to offer. Boulevard Tire only recommends solutions that strengthen the safety and productivity of a fleet’s equipment.”

IMI’S SOLUTIONS

- *EQUAL FLEXX*, IMI’s internal wheel-end balancing technology
- *STS Tire Seal*, IMI’s all-purpose tire sealant
- *Checkpoint*, IMI’s loose lug nut indicators

BOULEVARD TIRE’S RESULTS

- *Quicker tire delivery because IMI EQUAL FLEXX offers easier installation*
- *More reliable protection against tire punctures with IMI STS Tire Sealant*
- *Increased profitability for their fleets because of improved equipment performance*

“They are so advanced. I think people follow what IMI does. They’re the top of the industry.”

– Nate Caras, Store Manager



OUTCOME

Trusted tire dealer recommends IMI as best solution for fleets needs because of gains in productivity, safety, and equipment performance.

IMI + BOULEVARD TIRE

THE SOLUTION

IMI provides Boulevard Tire with around-the-wheel solutions to enhance safety, performance, and profitability, including:

- EQUAL FLEXX
- STS Tire Sealant
- Checkpoint



Improved productivity

Boulevard Tire quickly discovered the benefits of IMI's EQUAL FLEXX internal wheel-end balancing compound, which include shortened installation time through easy, drop-in bags. This meant they were able maximize fleets' productivity through faster service.

Boulevard also relies on other solutions from IMI's full line of offerings, reducing the frequency of tire replacements with STS Tire Seal and improving safety with IMI Checkpoint.

Safety first

Boulevard saw an increase in equipment safety among fleets who utilized IMI's STS Tire Seal to protect against wheel punctures.

Better performance

By using solutions from IMI, Boulevard Tire improved customers' fleet performance by strengthening their equipment for the road ahead. Proactive solutions like Checkpoint gave Boulevard Tire's fleet customers control over their equipment, informing them about potential safety issues before they occurred. In addition, when comparing FLEXX to the competition, Boulevard Tire found that it delivered more reliable performance, reducing tire wear and vibration.

“I choose to use IMI. I'm loyal because I know [their solutions are] good.”

– Nate Caras, Store Manager