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Omni United launches dealer support program for Radar Tires

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With its new Radar Elite Dealer (RED) program, the Omni United Group is now launching a dealer support program for its Radar Tires brand, which is also being launched in Germany (Image: Omni United)

The Omni United Group is launching a dealer support program for its Radar Tires brand. According to a statement from Singapore, where the company is headquartered, the program, called Radar RED or Radar Elite Dealer, will be rolled out in the US, the UK, and Europe. "This initiative is designed to help tire dealers increase their profitability, enhance their brand visibility, and improve the overall customer experience," emphasizes GS Sareen, President and CEO of the

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Omni United Group, who adds: "The Radar RED program is a strategic step to further fuel Radar's continued growth in the region. This program equips our partners with the tools, rewards, and recognition they need to succeed in today's market. We are committed to building long-term relationships with our retail partners and supporting them in making the brand more profitable." The current program is just the foundation upon which the company intends to build and is intended to help retailers "become more profitable in a very competitive market."

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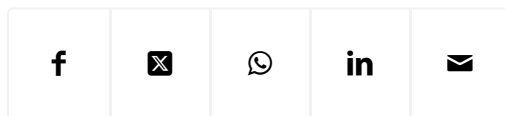
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