

## **RNR Tire Express | Custom Wheels Unleashes New Website**

*[RNR Tire Express and Custom Wheels](#) reveals new website, complete with a Photo Gallery and Wheel Studio.*

Tampa, Florida ([PRWEB](#)) January 06, 2015 -- [RNR Tire Express | Custom Wheels](#) has re-designed the corporate website and brought the process of buying wheels and tires to a whole new level. On the previous website, customers could click through pictures of wheels and tires and get a general idea of what was available: the variety of colors, finishes, and sizes, as well as the vast array of styles. The newly re-designed website, however, ups the ante. Customers who visit the RNR's website will find the nearest location, obtain a list of services, get a quick quote, and make a payment just like before, but now they can also browse through a large gallery of photos of various wheels and tires already on vehicles. There's a large quantity of photos in the gallery to browse for ideas and inspiration, but if customers want to get down to business with a vehicle they own, things really get interesting.

RNR has added a ["Wheel Studio"](#) where interested consumers can simply plug in the year, make and model of their vehicle to see exactly what wheels will look like on their car, truck or SUV. Once you type in your car or truck's information, pages and pages of pictures will be generated of your vehicle with different wheels (sizes, colors, finishes, and offset information is available with each image), so that the consumer can actually see what their car or truck will look like with each set of new wheels. The new design is also flexible enough to allow customers to delete styles they don't like or send favorite images to the top of the page, so customers can compare how they look side-by-side. From there, consumers can request a quote via email or phone and begin the process of purchasing their new wheels.

Larry Sutton, Founder and President of RNR, had this to say about the new website design: "We really wanted to take our website to the next level and to give our customers a way to actually see the wheels they want on their car before they buy them. There are no surprises once the wheels are on; people know right away just how great their car or truck will look rolling out of one of our RNR stores. Franchise locations can use this feature in stores, as well, to help customers visualize the end product and make decisions about wheels. It's been a great success so far, and I'm thrilled to see how well it turned out!"

With over [60 franchise locations](#) scattered across the U.S., this new tool is proving useful everyday; and consumers who want to browse at home before going into a brick and mortar RNR location can get their fill of options and save time by shopping from the comfort of their homes. "Our marketing and IT departments have done a bang-up job with this new website," added Sutton, "and we're really proud of the quality and usability of this site. We think our customers are going to love it, too!"

### The RNR Experience

RNR customers are provided a program that allows them to pay for the custom wheels and tires that they want in easy weekly, bi-weekly or monthly installments with no credit hassles. In addition, customers are offered the lowest cash prices on wheels or tires and have a huge selection of both new and previously rented merchandise. RNR carries just about every major brand in the custom wheel and tire industry, including: Dub, KMC, Lexani, Michelin, Goodyear and many more. For information on RNR, contact our Corporate Offices at 813.977.9800 or visit us online at [rnrwheels.com](#).



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**Online Web 2.0 Version**

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