



For Immediate Release – 5/23/24

OTR Adds to Its Technology Offering by Launching a New Customer Portal

ROME, GA. – [OTR Engineered Solutions \(OTR\)](#) has launched a new customer portal for online ordering. The site – [otrb2b.com](#) – now offers a convenient option for aftermarket customers to place orders any time of day. "OTR's established company purpose is to make our customers' lives easier, and this new portal technology is an example of living that purpose," said Tom Rizzi, President and CEO.

Using the new portal, customers have access to OTR's full product offering of tires, tubes, wheels, assemblies, and rubber tracks across multiple industries including construction, lawn and garden, agriculture, powersports, and mining. The portal has been developed with enhanced search features to help users locate products quickly and easily. One major feature that differentiates [otrb2b.com](#) from other sites is the visibility of real-time inventory and the ability for users to select the most convenient shipping location from OTR's national network of distribution centers.

"We want to make ordering as easy as possible for our customers," said Mitch Mittlestadt, General Manager/Aftermarket for OTR. "We know some people will still prefer calling our sales representatives or customer care team, which is great. But for those who prefer the time saving convenience of ordering online, even after hours, this customer portal is just for them. We've made it extremely easy to use, and our vision is to connect our platform to our customers' eProcurement systems in the near future."

OTR Engineered Solutions is a market-leading global enterprise specializing in off-the-road tire, wheel, and track solutions for original equipment manufacturers (OEMs) and aftermarkets. Known for being an innovator in multiple off-the-road applications, OTR differentiates itself by providing value-added services such as warehousing, tire mounting, and sequencing, among other things. The firm has long established strategic partnerships with OEMs covering Construction, Lawn & Garden, Powersports, Agriculture, Forestry, Mining, Material Handling, and Specialty Vehicle markets. OTR's infrastructure comprises 32 facilities and warehouse locations throughout the U.S., Canada, Europe, and Asia, serving customers globally.

For more information, visit www.otrwheel.com.

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