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OTR Adds Tracks Selection Tool, Dealer Locator to Website

ROME, GA. – [OTR Engineered Solutions \(OTR\)](#) has recently launched a [Tracks Selection Tool](#) and [Dealer Locator](#) for its website. “OTR is investing heavily in technologies that make our customers’ lives easier, and these website features are just the latest examples of this ongoing effort,” said Tom Rizzi, President and CEO of OTR.

The new online tracks selection tool complements OTR’s recent expansion into offering a full line of tracks for compact track loaders and mini excavators. It guides customers through the selection process, narrowing down thousands of track options to one ideal solution for the customer’s equipment make, model, and application. When finished, customers can view product pricing and real-time inventory across OTR’s national network of distribution centers for convenient shipping.

For customers who wish to purchase tracks, tires, and other products through a local dealer instead of OTR’s online ordering portal, the new dealer locator simplifies the process. Users can simply enter their zip code for a map view and list of nearby authorized dealers.

“OTR has been an innovator in off-the-road tire and wheel technologies since 1987, and one of our main areas of focus is to enhance the way customers can find and buy our products,” said Mitch Mittlestadt, General Manager/Aftermarket. “We’re doing this by creating tools to make things easier. We recently launched [otr2b.com](#) for convenient online ordering and the additions of the new tracks selection tool and dealer locator is just the next logical step in utilizing technology to strengthen our connection with customers.”

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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