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### **Tyrepac- Asia's first tyre portal**

This evening on the 11 November 2008, seems no different compared to any other. But tonight, a group of individuals gathered, all passionate about a rather unattractive thing- tyre. The extraordinary thing about this seemingly normal gathering is they could potentially be revolutionizing the entire tyre industry.

Tyrepac, an online retailing website for tyres have just gone live, though at a stage still undergoing upgrades and further data population. The website offers an exhaustive listing of brands, with price transparency, and conveniently located fitting stations throughout Singapore. Not only that, if things go according to plan, you could potentially witness the equivalent of a Tirerack of US in Asia. Born in Singapore!

When we spoke to Ler Hwee Tiong, Managing Director of this new set up, he was quietly confident of how this concept of online retailing for tyres will catch on throughout Asia.

"It may be a few years before consumers in Asia are prepared to buy tyres online, but we will get there by removing all uncertainties related to buying tyres. You see all tyre brands, patterns, and prices clearly listed. Such transparency is something never witnessed in the tyre industry. You get a list of retailers conveniently located throughout Singapore. We also have a call center in case you have questions which cannot be answered online", says Ler.

A browse through [www.tyrepac.com](http://www.tyrepac.com) shows a website clearly well thought out. Its search function by tyre size will should incorporate a search function for car make and model. All brands and tyre patterns are clearly introduced. Its five steps check out procedure is simple and straight forward. Consumers may call the hotline number 1800-TYREPAC (1800- 8973722) during office hours for clarifications and enquiries.

A community in the website consisting of blogs, tyre reviews, tyre education, and forums though still unpopulated, should in time be a great place for anyone to read up more about anything related to cars or tyres.

"We see the community as a location to educate motorists on what we know about tyres. In time to come, when there is enough data, it will function as a library for tyre", says Ler.