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## Mid-America Tire Dealers Join TIA's Automotive Social Portal

**Bowie, Md.** – The Tire Industry Association (TIA) and the Automotive Marketing Foundation (AMF) announced today that the Mid-America Tire Dealers Association has agreed to participate in the Automotive Social Portal (ASP). The ASP provides a cloud-based infrastructure that allows TIA and other content providers to create and distribute consumer educational content, national, state and regional governmental issues through the dealer network to consumers. The ASP is free to all independent dealers in North America.

The **Automotive Social Portal** has multiple levels of participation that populate Dealer Social Network sites, Facebook, Twitter and Linked-in, with pertinent content all from a single dashboard. TIA, manufacturers, suppliers, state, regional associations and other information providers create and supply the content that the ASP delivers to dealers who redistribute it to their customers.

According to Roy Littlefield, Executive Vice President of the Tire Industry Association (TIA), "We are delighted that the Mid-America Tire Dealers Association has agreed to join the network of growing participants in the ASP. We look forward to working with the MATDA in this exciting new opportunity."

Shawn Herrick, Executive Director of the MATDA stated, "The ASP gives us an opportunity to provide a valuable benefit to our members. This allows our association and dealers to communicate through social media with consumers throughout our tristate region."

For more information on the Automotive Social Portal, contact TIA at 800-876-8372 or the AMF at 239-703-7177.

### About AMF:

*The Automotive Marketing Foundation is comprised of a group of business executives who have combined their expertise in the automotive aftermarket with proficiency in the latest marketing strategies made possible by the expanding online technologies available. The AMF was created to introduce modern marketing strategies. The AMF is dedicated to teaching the strategies available to automotive aftermarket businesses today.*

### About TIA:

*The Tire Industry Association, with a 96 year history representing all segments of the national and international tire industry, is the leading advocate, as well as, instructor in technical training of tire service technicians. For more information, visit [www.tireindustry.org](http://www.tireindustry.org) or call 800-876-8372.*

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