



## **Anyline launches tyre size scanning for websites to simplify online tyre sales**

*Tyre size scanning will remove uncertainty when buying tyres online; retailers can also leverage the technology for 'tyre hotel' services*

**VIENNA, April 20, 2022** – [Anyline](#), a market leader in mobile data capture, has launched a new capability to scan size and dimension information from the side of any vehicle tyre. The scanner can be integrated into the websites of tyre retailers, and will simplify the process of buying tyres online by allowing shoppers to scan their tyres using their phone camera to find the right size and specifications for their vehicle.

Tyre e-commerce is one of the fastest growing revenue channels in the automotive industry, with the global market set to grow by USD 7.6 billion between 2020-2024<sup>1</sup>. However, the difficulty of accurately recording and entering tyre data online means that many consumers abandon their purchases due to fear of buying the wrong tyres for their vehicle. By integrating tyre size scanning into their e-commerce website, tyre retailers can reduce cart abandonment and increase online sales.

“Buying tyres online is a challenge for most consumers. They have to know how to ‘read’ the data on the sidewall, including the width, profile, diameter and speed, and correctly enter this data to find the right tyres for them,” said Frédéric Baroin, Global Head of Automotive Business, Anyline. “But with a tyre size scanner on the website, consumers can simply capture the data with their phone camera and auto-fill the information in under a second. This will help tyre retailers to improve the experience of existing customers, while also attracting new customers who have not previously bought tyres online.”

Anyline’s tyre size scanning solution can also be used by tyre hotels to efficiently and accurately record the data required for tyre storage and identification. Tyre hotel operators can automate the collection of tyre size and dimension information by equipping their workforces with tyre scanning on their mobile devices, enabling them to work faster while removing human error. Tyre size scanning is the latest innovation from the Vienna-based software company, which launched an industry-first tyre DOT scanner for mobile devices for the leading US tyre retailer Discount Tire in 2021.

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<sup>1</sup> Technavio (2020) *Global Automotive Tires E-Retailing Market Analysis Highlights the Impact of COVID-19, 2020-2024*. [Online] [Accessed on 22nd March 2022] <https://www.businesswire.com/news/home/20200819005407/en/Global-Automotive-Tires-E-Retailing-Market-Analysis-Highlights-the-Impact-of-COVID-19-2020-2024-Rise-in-Sale-of-Passenger-Vehicles-Globally-to-Boost-Market-Growth-Technavio>.