



Mid-Atlantic Tire Pros launches customer rewards program

Friday, January 8, 2016 3:30 am

EASTON — Easton-based tire and auto service retailer Mid-Atlantic Tire Pros has launched a customer reward program to thank loyal customers for their business and to attract new customers with offers of popular reward currencies.

The program employs a multi-currency reward format that allows customers to choose from a selection of popular reward currencies, including various travel miles, Gift Card Points or Mid-Atlantic Tire Pros' own in-house reward currency, Mattie Points, according to a Tire Pros news release.

Mid-Atlantic Tire Pros owner Terry John, who has been recognized for his charitable efforts in the community such as his Koats for Kids program, K.ID Program, Pro Automotive Technology Scholarship Fund, and soccer ball giveaways, said, "I love that in addition to using the points for airlines, hotels, and gift cards, my customers can make charitable contributions to area nonprofit organizations like the local YMCA, Talbot Hospice and Talbot Humane. It is a way to encourage others to give back too."

The Lift and Shift reward platform includes reward programs that have more than 120 million existing collectors combined, enabling retailers that use the platform to attract new customers to their locations from program members that are interested in adding more miles or points to their favorite program account balance. Participating programs include American Airlines AAdvantage, Holiday Inn's Priority Club, United Airlines Mileage Plus and Gift Card Points — all available through Lift and Shift in a single, seamless interface.

"I love getting calls from retailers like Terry John," Graham Farrell, founder and president of Lift and Shift Inc., said in the release. "Terry is a hands-on business owner and had been looking for a customer loyalty program for some time; he had done his homework and looked at different programs but hadn't committed to anything until reading about a recent program we launched for another retailer, who he knows. Terry has been 100 percent involved in the program development and wants his program to be a success. I have no doubt that it will be."

For more information about Mid-Atlantic Tire Pros' Mattie Rewards Program, visit midatlantictire.com or call John at 410-770-3337.