

**Media Release - Immediate Distribution - 7 December 2022**  
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## **Revamped digital transformation pumps up Ozzy Tyres**

Australian-owned, wheels and tyres importer and manufacturer [Ozzy Tyres](#) have inflated their customer experience - unveiling their brand-new website that provides unique and unparalleled vehicle customisation options.

Ozzy Tyres, which has been in business for over 20 years, has undergone a digital transformation with a revamped website that aims to optimise the customer experience through a range of personalised features.

Users on the website simply have to enter their vehicle details - year, make, model, and wheel diameter, and the website displays a full range of products that are tailored to the user's car.

The system automatically works out all the relevant fitment details for the vehicle with the correct sizes and imagery.

The company has 11 stores nationwide and has focused in recent years on elevating its online offering - with the newest changes set to make the biggest impact on the business and its customers.

Ozzy Tyres Head of Digital Moe Jaafar said that the transformed website is a "huge step for the business".

"We are delighted that our customers now have the option to visualise a huge range of relevant, accurate product packages at the click of a finger," Jaafar said.

"There is often a bit of hesitancy when it comes to purchasing items like wheels and tyres online, you might not be 100% sure that it's the right fit for your vehicle.

"Our new website gives everyone the certainty that they need to make quick and easy purchases - tailor-made to their individual requirements."

Ozzy Tyres was recently named in the [2022 ProductReview.com.au Awards](#), as a leading tyre and wheel retailer, with many consumer opinions on the website alluding to the tyre brand's speedy delivery times and excellent customer service.

View the extensive Ozzy Tyres range at <https://www.ozzytyres.com.au>, and for more information contact:

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