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OTR Enhances Customer Experience with Online Track Finder

ROME, Ga. – [OTR Engineered Solutions \(OTR\)](#) has updated its online [Track Finder](#) tool with an exciting new interface, greater product selection, and expanded information, making it easier than ever to identify the proper track solutions for off-road equipment. “OTR is committed to making customers’ lives easier, and the updated Track Finder does just that — allowing customers to easily browse and purchase tracks from the convenience of their smartphones,” said Mitch Mittlestadt, General Manager/Aftermarket.

Customers can browse tracks by tread pattern, track size, or equipment make and model. Detailed information is available to help identify the tread style and other factors to best fit the equipment and application. After finding the right product, end-user customers have the information they need to specify the right tracks at their local OTR-product dealer. Otherwise, dealers and large fleet owners with corporate accounts can use the displayed available inventory detail and purchase online from the most convenient OTR distribution center.

“Our track offering is rapidly growing, along with our distribution network to better serve customers with high-performance products and excellent availability,” said Mittlestadt. “In fact, our database includes roughly 1,200 track fitments, and we’re adding to that monthly with more products and new information. Our updated interface makes it easier than ever for customers to walk through the selection process and narrow down the best solution for their equipment. Even more, it’s optimized for viewing on smartphones, since that’s where most people prefer to browse.”

The Track Finder includes solutions for carriers, compact track loaders, cranes, drills, mini excavators, and more. Currently, eight tread styles are available to accommodate a wide range of industries and applications, with additional tread designs currently in development.

To view a video tutorial on the new Track Finder, visit www.otrwheel.com/track-finder-tutorial.

OTR Engineered Solutions is a market-leading global enterprise specializing in off-the-road tire, wheel, and track solutions for original equipment manufacturers (OEMs) and aftermarkets. Known for being an innovator in multiple off-the-road applications, OTR differentiates itself by providing value-added services such as warehousing, tire mounting, and sequencing, among other things. The firm has long

established strategic partnerships with OEMs covering Construction, Lawn & Garden, Powersports, Agriculture, Forestry, Mining, Material Handling, and Specialty Vehicle markets. OTR's infrastructure comprises 30+ facilities and warehouse locations throughout the U.S., Canada, Europe, and Asia, serving customers globally.

For more information, visit www.otrwheel.com.

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