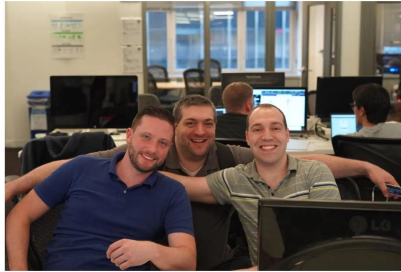



Tire Agent, with a new financing platform, raises \$5 million

Jordan Crook @jordancrook / 5:49 pm IST • July 27, 2020

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 Image Credits: Tire Agent

Tire Agent, an Entrepreneurs Roundtable Accelerator-backed startup that is looking to bring the tire industry into the 21st century, has today announced the close of a \$5 million funding round led by American Family Ventures, with participation from [ERA](#), Sidekick Fund, NY Angels and HBS Angels.

According to [Consumer Reports](#), the average tire costs about \$97. Four new tires costs a little less than \$400, and that doesn't include added costs like taxes, fees or installation. Tire Agent wants to make tire shopping more convenient and accessible to customers, while also making the process more affordable.

The startup works with tire brands (more than 50, to be exact) to give users a place to browse tires online. Moreover, **Tire Agent** layers in educational, easy-to-understand content about these tires to help users understand the difference between brands, models and how get the best value. Tire Agent also helps users find an installer near them and shows the cost of installation upfront, so there are no surprises.

Plaid founder and CEO Zach Perret recently said on an [episode of Extra Crunch Live](#) that every company is a fintech company, and Tire Agent seems to agree.

The company has built out a tire financing platform called PayPair that connects customers of any credit score and matches them with a variety of lenders, financing and payment plan companies to give them options on how to cover the cost of new tires.