Tiger Wheel & Tyre introduces website optimised for all internet devices

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Tiger Wheel & Tyre has revealed that it has redesigned its website using the new responsive web design approach. The responsive design approach uses media queries to detect whether you are browsing from a computer or laptop, a tablet or a smartphone and adapts the website layout accordingly for the optimal browsing experience.

Joe du Plooy, group marketing executive of TiAuto explains, "The benefits of our new responsive website are best described in terms of the problems they solve. If you've ever used your smartphone or tablet to access a traditionally designed website, you'll understand the frustration of trying to view a full-size website on a smaller screen. Or if you've viewed the mobile version of a website, you'll appreciate how annoying it is to not have access to the comprehensive content of the full website.

"Thanks to its responsive design, our website now offers you all the content you would expect from a conventional "full website version," across multiple devices of different shapes and screen sizes. All that's different is that the layout adapts to the optimal format for your device, minimising the amount of resizing and scrolling you must do to get the information you need. You enjoy 100% continuity of content, regardless of which device you're using."

Another exciting new feature on the website is a store locator that uses your current location to find the nearest store to where you are at the time of searching. This is in addition to the ability to search for stores via City Search or by List View.

Forbes magazine described responsive web design as "the hot topic for 2013," while Mashable called 2013 the "Year of Responsive Web Design." According to du Plooy, Tiger Wheel & Tyre's rapid adoption of this design technology is more than a means to stay ahead of the curve; it is a response to the imperative of providing customers with unfettered online access to the full information they require, regardless of location or the device being used to access that information.

This latest digital development is on the back of Tiger Wheel & Tyre's recent launch of their ground-breaking 3D Wheels-on-Car Visualiser, an online platform that lets you 'try out' a range of TSW wheels on your vehicle to see which is the best look for your car.

For more information and to view the functionality of Tiger Wheel & Tyre's responsively designed website as well as the new 3D Wheel Visualiser, visit www.twt.to from your laptop, desktop, tablet and smartphone and compare the experiences.

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