

10 Places to Find Truck Wheels to Polish



Prepared by Kristen Chapman

1. Used Truck Sales

It's no secret that polished wheels can increase a truck's resale value. One of our customers in Wyoming told us that polishing wheels can move trucks a lot faster.

"I have customers who can't sell a truck in months and then we polish the wheels and sell it in days!" George says. Whether polishing your own used trucks or a customer's to sell, the payoff can be big.



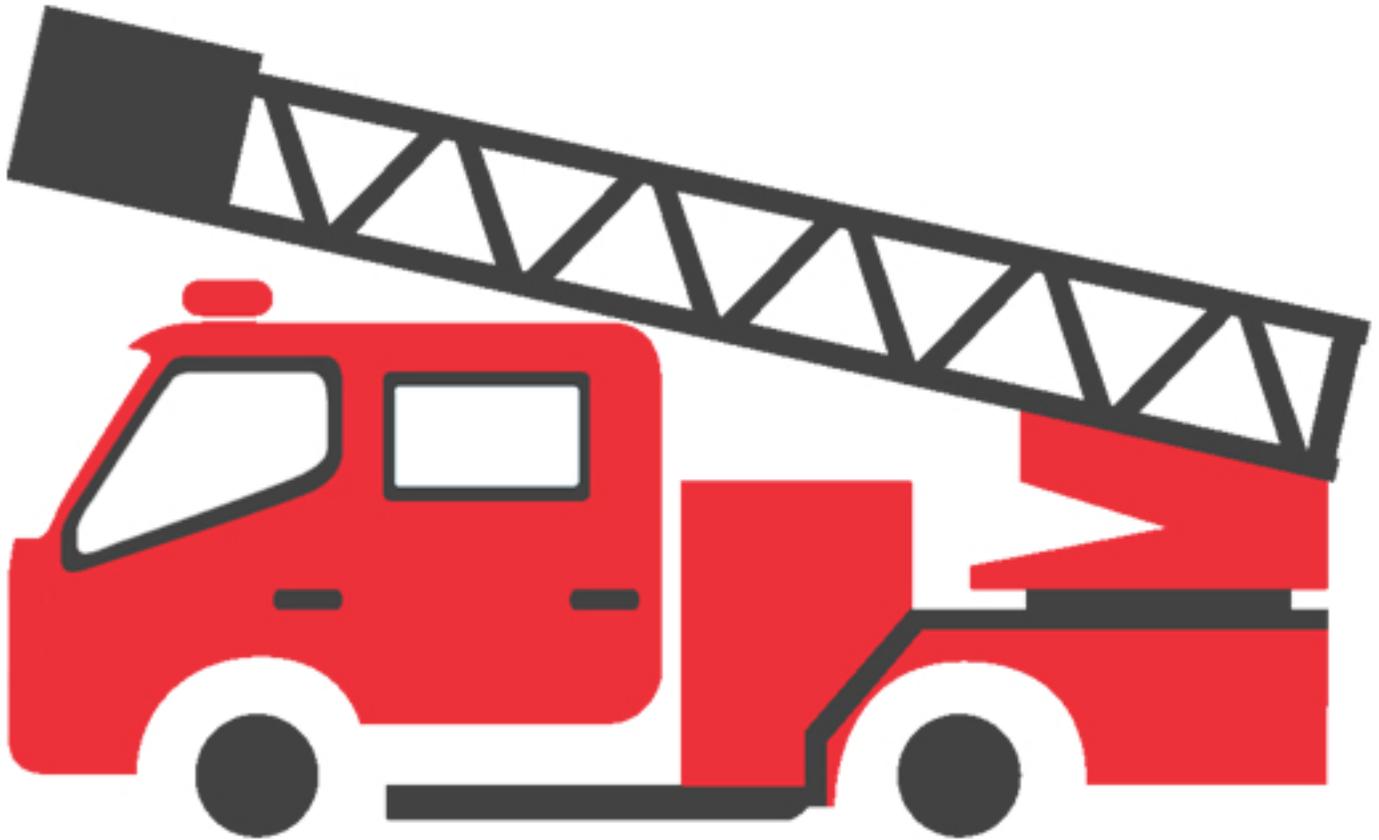
2. RV Storage

One of the best times to check in with an RV storage place is in the winter when many RVs are in 'hibernation'. The RVs aren't in use and the wheels are dirty from a long season of travel. Once they are polished, they are ready to go for next summer vacation.

The Recreation Vehicle Industry Association shows that RV ownership is increasing in 2017 from previous years, which means more wheels are out there that need to be polished.

3. Heavy Vehicle Salvage Yards

Salvage yards have seen quite a few dirty wheels. Some heavy vehicle salvage yards may want to polish their dirty wheels to increase resale value. Since many do not have on-site wheel polishing, this is a good place to get your polishing business in the door.



4. Public Works Departments

Most local governments would not have the budget to purchase a wheel polishing machine. However, they may look to send out their wheels to be polished. Get in touch with your local public works department, as they could be looking to get wheels polished for their fire departments, municipality trucks, dump trucks, wreckers and more.

5. Truck Stops

Many truck drivers like their aluminum rims to be clean and shiny. VIS has had customers put a VIS-Polish on the back of their truck and drive from truck stop to truck stop to cater to these drivers. If you have a truck stop near your business, get the word out through fliers, social media and word of mouth that you offer wheel polishing nearby.

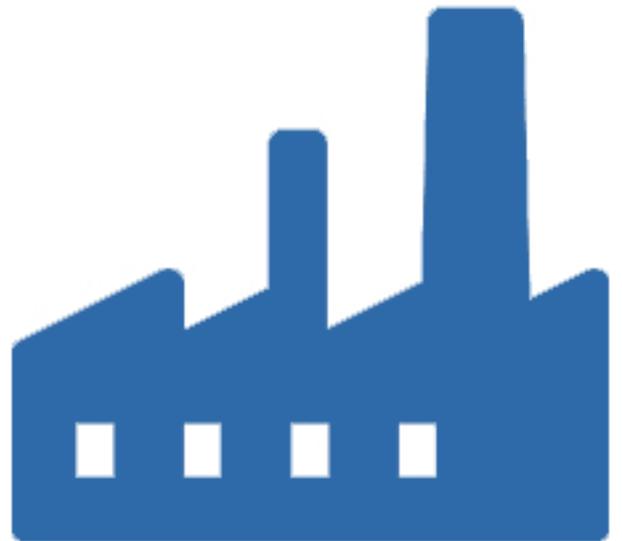


6. Owner-Operator Groups

You can go beyond truck stops to reach out to owner-operators. Advertise to local drivers in publications like OOIDA and Land Line. If you know a few owner-operators that are happy with your polishing, they are sure to spread the word to other drivers.

7. Vehicle Detail Companies

Link up with detail companies around you so they know you offer wheel polishing services. Many detailing services are mobile, so they could easily bring rims right to you. A VIS-Polish offering would go hand-in-hand with a detail service to have a truck shining from head to wheel.



8. Retread Centers

Tire and retread centers are wonderful places to find wheels to polish. As the retread industry grows, so does the demand for wheel polishing. The Rubber Manufacturers Association estimated there were 14.6 million retread truck tire units shipped in the U.S. in 2014, which would be 42% of the replacement market. As fleets and companies look to cut costs, retread tires make sense—and your wheel polishing business can benefit from that.

9. Small and Medium Sized Truck Fleets

According to truckinfo.net, there are 1.2 million trucking companies in the U.S. Of those, 97% operate 20 or fewer trucks, and 90% operate 6 or fewer. A large chunk of the trucking industry is composed of small and medium fleets that may be looking for someone to polish their wheels.



10. Bus Facilities

Victoria Transport Policy Institute's 'Evaluating Public Transit' guide says Aesthetics is one of the main area to improve to attract new bus riders. Does the bus appeal to users? Is it visually and tactilely appealing? Are vehicles clean, outside and inside? These are important factors for riders. With bus facilities looking to increase ridership, clean wheels are imperative. Facilities like Greyhound and Trailways are great places to start.

Benefit Your Business

There are more wheels out there to be polished than ever before. Your business can profit from this market need without spending extra time worrying about wheel polishing when you invest in a VIS-Polish.



There's no doubt that polishing your wheels in a VIS-Polish is far simpler and easier than polishing by hand or semi-automatically. When you automate your polishing, that frees up time and energy to devote to your business. The VIS-Polish programs everything automatically so you never need to worry about applying the right amount of compound or force.

VIS product representatives can work with you during a free assessment to determine if the VIS-Polish will be the right fit for you.

To speak to a VIS-Polish expert, call 866-847-8721 or visit VISPolish.com. You can find more information or chat with our team members online from 9AM-5PM EST. We look forward to answering all your questions!

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