

Big Boyz Toys Takes Wheel Market by Surprise

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([PRWEB](#)) June 22, 2005 -- "When we got our wheel mounting and balancing machines, we didn't too much know how to operate them. Our new equipment representative gave us little training and was off to a Disney Land vacation. I won't comment on the manufacturer"

Timothy Grady, owner of Big Boyz Toys Automotive Aftermarket Retail Store and BBT Motorsports Online Superstore expressed his frustration when he first pushed for a local and Internet/mail order custom wheel program. At that time, the owner of the hottest speed shop in Arizona, knew it would be difficult to enter into a market that has been flooded in North America for the last 2 years. However, when entering into a new market where it takes little buying power because of low cost overseas manufacturing, you don't have to be a rocket science to figure out how to get your piece of the pie. Timothy Grady goes on to comment how surprisingly after mastering his machines, the oversize shipping logistics, and price strategies, his company was able to be recognized as a wheel powerhouse in the market within just one year of starting the program.

"It's funny how wheel shops from back east will call and comment on their frustrations with our ability to sell in their backyard. They haven't caught on to the game yet... meaning, the Internet is a major playing field and continues to grow as a major source of income for many small businesses. The ability to convert your retail space into a retail/e-tail logistical operation has become very simplistic with all of the inexpensive B2B and B2C tools offered to small business owners. Everyone must capitalize on this strategy or risk going out of business very soon. We just took our core competency of being able to search out hot selling products and offer them with extremely competitive prices to our customer base. From there we used the exact same concept we've always done... low investments, low prices, with volume selling. Do we feel guilty about adding to the market flood... you bet we do. However, when it becomes like picking fruit off of dying trees, knowing full well that the trees will not be around for long, then why not take advantage of it as a starting point to entering a market that at one time was very difficult to find a home."

Mr. Grady goes on to comment on his goal to enter into the luxury wheel market in order to secure his market position. "Right now, we're courting the low cost import companies and a few big name domestic brands. This is the easiest entry point to market, Mr. Grady says, so we took advantage of the import flood and used it to position ourselves strongly in the market. It's my hopes that this strategy will allow us to ease in as a medium-to-high end wheel company. At the moment, we are offering many import brands, but they must have quality manufacturing with ISO certification or some other comparable world standard. It's not enough to just sell low-cost products... you must ensure that quality remains at the top, because if not, you will surely pay for it in the long run. Our brands include Sport Max and Euromax by Primax Wheels; Mod Concepts Wheels; Tenzo Racing; Speedy Racing; Arospeed; KMC; Helo; Lorenzo; Diamo; and many more to say the least. See us at <http://www.AutoToyAZ.com> to ensure you get the full gist of what we offer. We will always strive to ensure our customers get competitive prices and quality at the same time, the two equals win/win for both seller and buyer.

Marvin Graham, Aftermarket Business News Releases



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