Excel Tire Gauge Named Exclusive Tire Inflation Equipment Provider for EG America's 1,500+ Locations

Nationwide partnership will expand access to digital tire inflation services across EG America convenience stores and fuel locations in 30 states



Excel Tire Gauge Logo

WARWICK, RI, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Excel Tire Gauge, a U.S. manufacturer and leader in digital tire calibration technology, has been named the exclusive tire inflation equipment provider for EG America, one of the largest convenience store and fuel retailers in the United States.

The nationwide partnership will bring Excel Tire Gauge's digital air calibration technology to EG America's network of more than 1,500 convenience stores and fuel locations across 30 states, expanding access to reliable tire inflation services for drivers throughout the country.

> "We're thrilled to partner with EG America to bring high-quality tire calibration services to more drivers nationwide."
> *Roger Audette, Vice President of AirExcel at Excel Tire Gauge*

EG America's portfolio includes some of the most recognizable convenience store brands in the United States:

* Cumberland Farms
* Certified Oil
* Fastrac
* Kwik Shop
* Loaf N' Jug
* Minit Mart
* Quik Stop
* Sprint
* Tom Thumb

* Turkey Hill

The partnership reflects a continued focus by convenience retailers on improving the entire forecourt experience.

As customer expectations around convenience, speed, and payment flexibility continue to evolve, customer experience is an increasingly important investment. Reliable tire inflation allows retailers to provide drivers with a valuable vehicle maintenance service during a stop they are already making.

“We’re thrilled to partner with EG America to bring high-quality tire calibration services to more drivers nationwide,” said Roger Audette, Vice President of AirExcel at Excel Tire Gauge. “EG America has built an incredible network of trusted brands, and this partnership gives us an opportunity to make accurate, convenient tire inflation more accessible to drivers on a national scale.”

Making Tire Inflation More Accessible
By placing modern digital air machines at EG’s high-traffic convenience stores and fuel locations, Excel Tire Gauge and EG America are making it easier for customers to check and adjust their tire pressure while completing an everyday stop.

Excel Tire Gauge has led the industry by bringing digital air calibration to the US in 1999, followed by a continuous process of new innovations that make the customer experience the best it can be.

Depending on the location and equipment configuration, Excel air machines deliver:

* Branded digital precision calibration to .05 PSI
* Cashless and coin payment options
* Weather-resistant, durable stainless-steel construction
* Equipment designed for high-volume environments
* Convenient, user-friendly access at participating locations

For operators, Excel’s modern tire calibration equipment provides another way to improve the appearance, reliability and profit of the forecourt.

Supporting a Nationwide Convenience Store Network
Managing and servicing tire inflation equipment across a network the size of EG America requires more than supplying machines.

Long-term equipment performance becomes increasingly important when a program spans hundreds of locations and multiple regions. Excel Tire Gauge brings decades of experience in tire calibration technology to the partnership.

Excel Tire Gauge offers remote equipment monitoring capabilities for each location's management, and multiple equipment configurations to accommodate different locations, customer needs, and business models.

The EG America partnership represents a significant expansion of Excel Tire Gauge's presence across the U.S. convenience retail market and builds on the company's continued growth with multi-location and national operators.

"Large operators need more than a piece of equipment—they need a revenue-generating program they can depend on," Audette said. "Our goal is to make air service one less thing operators have to worry about while providing their customers with an experience that is simple, reliable and consistent."

The Forecourt Continues to Evolve

For Excel Tire Gauge, the partnership with EG America demonstrates how major convenience retailers are taking a broader approach to the forecourt and services available to customers across their entire footprint.

Convenience retail has changed significantly as consumers have adopted cashless payments and expect faster, easier interactions throughout their shopping experience.

Those expectations extend beyond the convenience store itself. From fuel pumps and car washes to vacuum stations and air machines, every customer touchpoint can influence how drivers perceive a location.

By modernizing tire inflation across its network, EG America can provide drivers with another convenient reason to choose its locations while helping make routine tire maintenance more accessible.

About Excel Tire Gauge

Founded in 1999 and headquartered in Warwick, Rhode Island, Excel Tire Gauge is a U.S. manufacturer and industry leader in digital tire inflation and air calibration technology.

With more than 180,000 machines installed, Excel Tire Gauge provides tire inflation solutions for gas stations and convenience stores, car washes, tire shops, automotive service facilities, dealerships, fleets and commercial properties throughout North America.

The company's digital air machines are designed around accuracy, durability, ease of use, and long-term reliability, with solutions ranging from free-air systems to paid-air machines and customized air programs for multi-location operators.

For more information, visit exceltiregauge.com or airexcelus.com

About EG America
EG America, part of EG Group, is one of the largest convenience store retailers in the United States, operating more than 1,500 convenience stores and fuel locations across 30 states.

Its portfolio includes Cumberland Farms, Certified Oil, Fastrac, Kwik Shop, Loaf N' Jug, Minit Mart, Quik Stop, Sprint, Tom Thumb, and Turkey Hill. EG America serves millions of customers through its network of convenience retail and fueling locations.

For more information, visit eg-america.com.

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