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TBC Brands Introduces New Tire Brand

National Tire brand offers fitments for sedans, SUVs, CUVs, light trucks and trailers

Palm Beach Gardens, FL – July 18, 2019 – TBC Brands, one of the largest distributors of private brand tires in North America, is pleased to announce the launch of a new brand, National Tire.

The current lineup is available in three fitments of over 110 sizes; 40 sizes designed for sedans, SUVs and CUVs, nearly 60 fitments for CUVs, SUVs, pickups and vans, and more than 10 sizes for ST trailers. The National Duration EXE, the optimum touring all-season tire line, is the perfect choice for drivers looking for exceptional high speed stability, outstanding wet traction and even wear. The National Commando HTS, the premium all-season highway tire line, provides drivers a combination of superior ride quality, on-road performance and long treadwear. The line developed to meet the demands of today's trailers, National Roadmax ST, was produced with segmented molds for uniformity and an optimized tread depth for reduced rolling resistance.

A dedicated easy-to-use website has been developed for the National brand, NationalTire.com, which aims to provide dealers marketing support with one click and end-users with a fully responsive site visually organized for quick navigation. The National brand is exclusively distributed by National Tire Wholesale (NTW) retailers and all tools needed to become a retailer are included in this user friendly site.

Additional benefits of the site include:

- A store locator to find the closest National brand retailer within NTW's growing network
- Functionality to search and find products by tire size or name
- Simple online tire registration for customers in the unlikely event of a recall
- A consumer friendly library of educational articles on tire maintenance and how to read your tire
- Quick download of each product lines' limited warranty brochure



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“We’re excited about the opportunity for future development within this new brand; it’s endless and will provide retailers a recognizable name in each product segment,” said Jon Vance, Senior Vice President of Product Marketing for TBC Corporation. “In addition, the sleek and user friendly NationalTire.com site provides the brand’s retailers a single site for information and also offers their customers an easily searchable site by size, product name or category.”

Photos available upon request.

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About TBC Brands

TBC Brands LLC is one of the largest distributors of private brand tires in North America. The Company has been recognized for its underlying commitment to quality, safety, and value. Through their proprietary brands, TBC Brands is able to provide independent wholesale and retail customers access to an unparalleled range of consumer and commercial products. For more information, visit www.tbcbrands.com.

About TBC Corporation

For more than 60 years, TBC Corporation (TBC), one of North America’s largest marketers of automotive replacement tires through a multi-channel strategy, has been a tire company ahead of the curve. Through worldwide operations spanning wholesale, retail, and franchise, TBC provides customers top tier brands and automotive maintenance and repair services with the underlying mission to exceed customer expectations. TBC serves wholesale customers in the United States, Canada and Mexico through TBC Brands, [National Tire Wholesale \(NTW\)](http://National Tire Wholesale (NTW)), TBC International, and TBC de Mexico. Additionally, TBC responds to the needs of consumers in search of total car care at more than 720 company-operated tire and automotive service centers under the brands Tire Kingdom® Service Centers and NTB® Tire & Service Centers. TBC, through a subsidiary, also owns the Big O Tires® and Midas® franchise systems.