



FOR IMMEDIATE RELEASE

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Tire Kingdom Service Centers Offers Free Tire Care Checks for National Tire Safety Week

Palm Beach Gardens, FL – May 11, 2018 – [Tire Kingdom Service Centers®](#), a chain of automotive and tire service centers and a member of the TBC Corporation family of brands, is reminding customers of the importance of tire safety as the 2018 National Tire Safety Week (May 21-May 28) approaches.

As recognized by the [U.S. Tire Manufacturers Association](#) (USTMA), this year's theme, *Know Your Roll*, is aimed at educating consumers about proper tire care with a focus on unsafe used tires. In conjunction with the awareness week, Tire Kingdom is offering all customers a free tire care check.

"It's imperative that we all make tire safety a priority and we appreciate the USTMA's efforts in bringing it to the attention of consumers," recognized Erik R. Olsen, President & CEO of TBC Corporation. "We hope that all consumers, both current customers and those who have never visited a Tire Kingdom location, take the opportunity to stop in and allow one of our team members to perform a courtesy tire care check to ensure their tires are in safe driving condition."

Every Tire Kingdom [location](#), nearly 200 service centers in total, offers customers a free comprehensive tire care check that includes an inspection for:

- Air pressure
- Tread depth
- Irregular wear patterns
- Nails, cuts, punctures and other visible damage
- Visible structural integrity issues

Tire Kingdom also offers customers a free 22-point vehicle inspection, perfect for making sure your vehicle is ready for the long haul.

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ABOUT TIRE KINGDOM® SERVICE CENTERS

Tire Kingdom® Service Centers, founded in West Palm Beach, Florida in 1972, provides a broad range of automotive maintenance and tire services in more than 180 retail locations throughout Florida. A brand of TBC Corporation, Tire Kingdom is known as a trusted name in the automotive aftermarket due in large part to trained and certified ASE technicians, exceptional customer service, and state-of-the-art equipment. To locate a store near you, visit TireKingdom.com.

ABOUT TBC CORPORATION

For more than 60 years, [TBC Corporation](#) (TBC), one of North America's largest marketers of automotive replacement tires



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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 best in class 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 \(NTW\)](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total car care at more than 3,200 franchised and company-operated tire and automotive service centers under the brands [Tire Kingdom®](#) Service Centers, [Merchant's® Tire & Auto Service Centers](#), [NTB®](#) Tire & Service Centers, [Big O Tires®](#) and [Midas®](#).