



FOR IMMEDIATE RELEASE

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TBC Brands Launches Commercial Tire Website

Palm Beach Gardens, FL – February 14, 2019 – TBC Brands, one of the largest distributors of private brand tires in North America, is pleased to announce the launch of a commercial tire website, TBCCommercialTires.com. This new website consolidates all of the tires featured in the Power King and Harvest King commercial programs allowing customers to access both brands in one site.

The new [site](#) provides a comprehensive range of tires for commercial, trailer, farm, industrial, and specialty vehicles in one convenient, easy-to-use website.

Benefits of the site include:

- Simplified navigation and layout. Tires are categorized by industry for a quick drill-down within each vocational segment.
- Improved user functionality. Consumers can easily find the information they are looking for searching by tire size, application or name.
- Ease of use with quick links to tire registration, warranties, product catalogs and customer service.

["TBCCommercialTires.com"](http://TBCCommercialTires.com) provides consumers a sleek and user-friendly tool to find a commercial tire for every situation," said Bill Dashiell, Senior Vice President of Commercial Product Marketing & Purchasing for TBC Corporation. "The new website will create an improved web experience for our dealers and supports our underlying commitment to quality, both in product and experience."

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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.



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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 \(NTW\)](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total car care at more than 700 company-operated tire and automotive service centers under the brands [Tire Kingdom](#)[®] Service Centers, [Merchant's](#)[®] [Tire & Auto Service Centers](#), and [NTB](#)[®] Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires](#)[®] and [Midas](#)[®] franchise systems.