



FOR IMMEDIATE RELEASE

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TBC Corporation Rebrands Merchant's Locations - Remaining locations rebranded as NTB Tire and Service Centers -

Palm Beach Gardens, FL – October 8, 2018 – [TBC Corporation](#), one of North America's largest marketers of automotive replacement tires, is continuing the rebrand of Merchant's® Tire & Auto Service Center locations to [NTB® Tire and Service Centers](#). The remaining Merchant's locations, 46 stores in Maryland and Virginia, will be rebranded by the end of November 2018. Once complete, NTB will provide automotive maintenance and tire services at nearly 550 NTB retail locations throughout 23 states.

The Merchant's brand was founded in 1943 by the Merchant family from Manassas, VA and was purchased by TBC in 2003.

"With more than 75 years serving customers, there is no denying the strength of the Merchant's brand, however, after careful evaluation, we have decided it is an appropriate time for us to operate these locations under NTB," said Erik R. Olsen, President & CEO, TBC Corporation. "The phased rebrand of Merchant's locations to NTB over the past few years has yielded positive results, and has been positively received by our associates and our customers, and we are confident that this rebrand will have the same outcome."

Earlier this year 39 Merchant's locations in select markets in Virginia were converted. In 2016, TBC successfully rebranded Merchant's locations in North and South Carolina to NTB.

"We have enjoyed the opportunity to introduce our customers to the NTB brand while providing them the same great service that they have become accustomed to at all of our locations," commented Olsen.

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ABOUT NTB® TIRE & SERVICE CENTERS

NTB® Tire and Service Centers provides a broad range of automotive maintenance and tire services at nearly 550 retail locations. A brand of TBC Corporation, NTB is known as a trusted name in the automotive aftermarket due in large part to their trained and certified ASE technicians, exceptional customer service, and state-of-the-art equipment. To locate a store near you, visit [NTB.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 \(NTW\)](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total

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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®](#).