



FOR IMMEDIATE RELEASE

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NTB Tire & Service Centers Announces Mobile Tire Installation

- Company now traveling to customers -

Dallas, TX – October 10, 2018 – What if you could get your tires installed while you hosted a conference call at the office, spent time with your family at home or birdied the 18th hole of the golf course without ever leaving your location? [NTB Tire & Service Centers](#) is pleased to announce mobile tire installation, a concierge service designed with the busy consumer in mind. The company will pilot the program in Dallas, Texas.

People are turning to delivery options that are convenient and save time while trying to manage busy schedules, careers and commutes. Dry cleaning, groceries and packages are delivered every day; now, tires can also be delivered and installed via the NTB mobile installation van. A high attention to detail and exceptional customer service is the foundation on which this service was designed. A dedicated team of experts will work with customers to identify and order the appropriate product and schedule an appointment. Interested consumers can arrange for the service at select NTB locations or by calling 1-844-Get-Tires.

“We’re constantly talking to consumers to see how we can better fit our services into their busy lifestyles,” said Erik R. Olsen, President & CEO of TBC Corporation, parent company of NTB. “What we’ve heard from them, and what we’ve all witnessed in other industries, is that convenience is paramount. What better way to tailor to the lives of our busy consumers than giving them the option to have tires installed wherever, and pretty much whenever, works best for them.”

The van will perform services 6 days a week (Monday – Friday 8:00am-6:00pm / Saturday 9:00am – 4:00pm).

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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 500 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 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®](#).