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Big O Tires Expands Footprint with First Stores in Texas

- Big O Tires franchisee purchases eight stores and expands portfolio with the brand -

Palm Beach Gardens, FL – January 16, 2019 – [Big O Tires®](#), one of North America's largest retail tire franchisors, is pleased to recognize the expansion of the brand into the state of Texas by its franchisee, Chris Monteverde. The brand now has more than 455 independently-owned and operated locations in 25 states. Monteverde, an existing franchisee of the Big O Tires brand with 17 locations in California, now owns and operates 25 locations in two states.

“Chris is an exceptional operator; he and his team live the values of the Big O Tires brand each and every day and we’re fortunate to have them representing the team,” recognized John Kairys, Vice President & General Manager of Big O Tires. “We are excited about the expansion and the opportunity to serve the customers in the San Antonio and Corpus Christi markets while living up to our ultimate goal to be *the team you trust*.”

The locations were formerly [NTB® Tire & Service Center](#) (NTB) locations and will be converted to Big O Tires over the next few months.

“As an organization with more than 3,200 retail locations, both company-owned and franchise, it’s imperative that we consider our entire portfolio when evaluating opportunities,” said Erik R. Olsen, President & CEO, TBC Corporation. “We will now have the opportunity to serve consumers in the state of Texas through three retail great brands - Big O Tires, Midas and NTB - at nearly 170 locations.”

“As a group, the franchise organization is fortunate to have the breadth and depth of support from our parent company, TBC,” acknowledged Brant Wilson, President & COO of the Franchise Group for TBC Corporation. “It provides us with unique opportunities, such as this one, where we can share a new business venture with franchisees that they may not otherwise have access to if they were not affiliated with the organization.”

At the end of 2017, TBC expanded the Big O Tires brand when it franchised more than 40 company-owned NTB locations in Minnesota, Iowa, Kansas and Missouri to Western Automotive Ventures, Inc. Western Automotive Ventures, Inc.’s affiliate, Western Automotive Group, LLC also owns and operates 11 Big O Tires locations in Nevada.



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"The opportunity to expand our portfolio within the Big O brand and have a chance to do business in the great state of Texas was one that we didn't think twice about," said Chris Monteverde. "We're excited about the future and eager to continue exceeding customer expectations in California as we make a name for ourselves in Texas."

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About Big O Tires

Big O Tires, LLC has more than 455 franchisee-owned stores primarily located in the Western and Midwestern United States. For more information, visit BigOTires.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 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](#).