



FOR IMMEDIATE RELEASE

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Tire Kingdom Unveils the First Shop of the Future Concept in West Palm Beach

Palm Beach Gardens, FL – February 28, 2019– [Tire Kingdom® Service Centers](#), a Florida chain of automotive and tire service centers with nearly 190 locations throughout the state is pleased to announce the opening of the newest store in West Palm Beach, FL; the first to feature the organization’s shop of the future concept.

“Our shop of the future concept was designed with our customers in mind,” recognized Erik R. Olsen, President & CEO of TBC Corporation, parent company to Tire Kingdom. “Focus groups, customer surveys and feedback helped us to design a space that was comfortable for customers, ideal for associates and now affords us the opportunity to exceed customer expectations at a beautiful location that is state-of-the-art and conveniently located on Northlake Boulevard.”

The location, with eight services bays located at 3615 Northlake Boulevard, focuses on exceptional customer service, tire and automotive maintenance services and fleet accounts while featuring:

- State-of-the-art business area
- Digital feature wall
- Children’s tablets with games
- Enhanced concession area
- Large open view to back shop
- Upgraded broadband connectivity
- Digital inspection equipment

“The response from customers has been amazing,” said Bill Shull, Division Vice President for TBC Corporation. “We’re eager to continue unveiling more shop of the future designs for customers and team members to enjoy.”

Photos available upon request.

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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 at nearly 190 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 through a multi-channel strategy, has been a tire company ahead of the curve. Through worldwide operations spanning wholesale, retail, and



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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 and [NTB®](#) Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires®](#) and [Midas® franchise systems](#).