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TBC Corporation Continues Rebrand of Merchant's Locations - Virginia locations converting to NTB Tire and Service Centers -

Palm Beach Gardens, FL – March 19, 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](#) with 39 locations in select markets in Virginia scheduled to be completed by the end of March 2018. Once complete, NTB will provide automotive maintenance and tire services at nearly 500 NTB retail locations throughout 23 states.

"In 2016, we successfully rebranded 29 locations in North and South Carolina to NTB and it was very well received by both customers and associates," said Erik R. Olsen, President & CEO, TBC Corporation. "NTB brand equity is extremely strong and we remain committed to growing the brand to better serve customers with best-in-class brands and industry leading service."

The rebranding initiative includes an exterior refresh and delivery of a fully integrated marketing plan educating customers about the *New Name, Same Great Service*. This change will also enhance the NTB brand by leveraging marketing efforts that continue to help NTB be the customer's first consideration when needing tires, service or maintenance in these markets.

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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 best in class 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](#), [Carroll Tire Company](#), [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®](#).