



FOR IMMEDIATE RELEASE

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**TBC Brands to Exhibit Sumitomo Truck Tires at the 2019 ATA's
Technology & Maintenance Council Meeting and Exhibition**

Palm Beach Gardens, FL – February 19, 2019 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, is pleased to announce its participation in the American Trucking Association's 2019 Technology & Maintenance Council Annual Meeting & Transportation Technology Exhibition. This year's event will be held March 18-20 at the Georgia World Congress Center in Atlanta, Georgia.

Exhibition participants will have a chance to win a choice of premium Sumitomo steer, drive or trailer tires through the Commercial Truck Tire Giveaway. Participants can enter by registering at the Sumitomo booth (#1147). Additional giveaway details will be available at the booth.

On display will be Sumitomo's latest products for the trucking and transportation industry. Featured at this year's show are Sumitomo's Smartway Verified tires including the ST788SE steer, ST948SE Drive and ST710SE trailer products. Also on display is the Sumitomo ST719 regional all position tire. This tire supports the growing Final or Last Mile sector of the transportation industry with specialized features to improve performance for regional trucks with smaller rim diameter tires. In addition, many of these quality Sumitomo products are U.S. produced at the Sumitomo Rubber Industries Buffalo, NY tire plant.

"We're excited to highlight and unveil more great products at TMC this year," said Aaron C. Murphy, Vice President of Commercial Truck Tire Sales for TBC. "Sumitomo continues to offer trucking companies and fleets products that exceed expectations. With U.S. production in full swing, and a full line-up of dealers ready to service the fleet's needs, the brand is poised for continued growth in 2019 and beyond."

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About TBC Brands

TBC Brands LLC is one of the largest distributors of private brand tires in North America. The Company has been recognized for its underlying commitment to quality, safety, and value. Through their proprietary brands, TBC Brands is able to provide independent wholesale and retail customers' access to an unparalleled range of consumer and commercial products. For more information, visit www.tbcbands.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 and [NTB](#)® Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires](#)® and [Midas](#)® franchise systems.