



FOR IMMEDIATE RELEASE

**Contact: Jamie Levin
561-383-3000 x2527**

TBC Tire Purchasing Team Leader Greg Ortega Promoted
Fellow PURCO teammates also recognized for their efforts

PALM BEACH GARDENS, FL – October 1, 2020 – [TBC Corporation](#) (TBC), one of North America's largest marketers of automotive replacement tires, is pleased to announce the promotion of Greg Ortega to Senior Vice President & General Manager of Purchasing - TBC Tire Group.

Since joining TBC in 1996, Ortega has been integral to the success of the TBC Purchasing Team (PURCO). He is an industry expert with vast product knowledge and a drive to succeed. Over the last several years, Greg has guided his team to take on additional levels of responsibility and an expanded scope of operations to support fellow team members across all TBC business units spanning retail, franchise, wholesale, distribution and ecommerce. His leadership efforts have resulted in improved performance, streamlined operations and development opportunities for many team members.

“Greg’s appointment as SVP & General Manager of Purchasing - TBC Tire Group reflects his solid business acumen, strong leadership skills and overall success at TBC through the years,” said Erik R. Olsen, President & CEO, TBC Corporation. “Greg has made significant contributions to TBC throughout his 24 year tenure with the organization and I look forward to continuing to work with him and celebrate his successes in his new role.”

TBC Purchasing team members Patricia Del Aguila and Travis Cripe are also being recognized for their efforts. Since joining TBC in 2009, Patricia has been integral to the growth of TBC’s tire programs. Her steadfast focus, strong work ethic and knowledge of product and the industry has contributed greatly to the team. Throughout the last 16 years, Travis has grown his area of responsibility and accepted challenges along the way. Travis is recognized by many for his reliability, depth of knowledge and willingness to contribute to initiatives even if outside of his scope for the benefit of the team. Both Patricia and Travis will continue contributing to the team in their new roles as Senior Director, Retail Tire Programs & Services.

“Patricia and Travis are strong leaders whose contributions are recognized across all of TBC’s business units,” recognized Olsen. “Both are well deserving of this recognition for all of their efforts.”

###

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



FOR IMMEDIATE RELEASE

**Contact: Jamie Levin
561-383-3000 x2527**

consumers in search of total car care at more than 600 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.