



**FOR IMMEDIATE RELEASE**

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**TBC Corporation Celebrates National Tire Safety Week**

*NTB & Tire Kingdom offer free tire and 28-point vehicle checks and awareness campaign  
for Ronald McDonald House Charities*

**PALM BEACH GARDENS, FL — June 25, 2021** — [Tire Kingdom Service Centers®](#) and [NTB Tire & Service Centers®](#), both members of the [TBC Corporation](#) family of brands, are celebrating the *2021 National Tire Safety Week* (June 28 – July 4) by taking the opportunity to remind customers of the importance of tire safety.

The annual consumer tire safety awareness campaign promoted by the [U.S. Tire Manufacturers Association](#) (USTMA) focuses on educating motorists about proper tire care and potential danger from unsafe used tires. Both Tire Kingdom and NTB will be offering customers free tire care and 28-point vehicle checks in conjunction with the awareness week.

Every Tire Kingdom [location](#) and every NTB [location](#) will offer customers a free tire check that includes an inspection for:

- Air pressure
- Tread depth
- Irregular wear patterns
- Nails, cuts, punctures and other visible damage
- Visible structural integrity issues

Tire Kingdom and NTB are also offering customers a free 28-point vehicle inspection, perfect for making sure every vehicle is ready for the long haul. The vehicle inspection includes a check of tires, fluid levels, battery and lights, hoses, belts and wipers, brake system, suspension and steering systems.

As part of *National Tire Safety Week* activation, the team is also partnering with [Ronald McDonald House Charities](#) (RMHC) on a tire safety campaign to remind families staying at Ronald McDonald House programs in select markets, as well as RMHC team members, about the importance of proper tire care and maintenance. The initiative reinforces TBC's commitment to the *Aligned in Hope™* campaign created with RMHC in February 2020.

*Aligned in Hope* provides support to RMHC, local Chapters and families through a variety of benefits, including lifetime discounts on tires and maintenance services at all NTB and Tire Kingdom stores; discounted services



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for Ronald McDonald House shuttle vehicles used to transport families; and charitable corporate donations from NTB and Tire Kingdom.

“We appreciate the continued efforts of the USTMA in making tire safety a priority especially as consumers are expected to hit the road in record numbers this summer,” said Brant Wilson, President & COO of TBC Automotive Group. “Partnering with RMHC this year on an educational awareness campaign provides us another opportunity to support RMHC families in helping to make sure they have safe, reliable transportation when their loved one needs care.”

### **ABOUT TBC CORPORATION**

For 65 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 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.

### **ABOUT NTB® TIRE & SERVICE CENTERS**

NTB® Tire & Service Centers provides a broad range of automotive maintenance and tire services at more than 400 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 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 in more than 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 [Tire Kingdom.com](#).