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

**RMHC Contact: Kristin Hylek  
773-547-1018**

**Michelin North America Contact: Stephanie Tarbet  
864-458-4548**

**Michelin North America Joins NTB Tire & Service Centers and Tire Kingdom  
to be *Aligned in Hope* to Support Ronald McDonald House Charities**

**PALM BEACH GARDENS, FL — January 8, 2021 —** [TBC Corporation](#)<sup>®</sup>, the parent company to automotive maintenance and tire centers [Tire Kingdom](#)<sup>®</sup> [Service Centers](#) and [NTB Tire & Service Centers](#)<sup>®</sup>, announced that [Michelin North America](#), a leading mobility company, will support *Aligned in Hope*<sup>™</sup>, a partnership TBC created with [Ronald McDonald House Charities](#)<sup>®</sup> (RMHC) in 2020.

During the month of January, Michelin North America, headquartered in Greenville, South Carolina, will support *Aligned in Hope* with a donation. To support the general public at large, Michelin will also offer a \$70 mail-in rebate with the purchase of four new Michelin passenger or light truck tires purchased from a participating NTB or Tire Kingdom location from January 18, 2021 - January 31, 2021.

“We are honored to support *Aligned in Hope* and its mission to support children and families in need,” said Will Whitley, Director of State, Local Government Affairs and Community Relations of Michelin North America. “Michelin is dedicated to driving our communities that we work and live in to a better future. Partnering with TBC in supporting the *Aligned in Hope* campaign further strengthens our ties to the communities we proudly work in.”

RMHC helps families with ill or injured children stay together, and close to the medical care their child needs at leading hospitals worldwide. *Aligned in Hope* provides support to RMHC and its local Chapters through the following efforts:

- After leaving the hospital, RMHC families receive a special membership card offering lifetime discounts on tires and maintenance services at any Tire Kingdom and NTB Tire & Service Center in the United States.



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- Tire Kingdom and NTB Tire & Service Centers provide discounted services for Ronald McDonald House shuttle vehicles used to transport families.
- The TBC companies provide discounted products used on the Ronald McDonald Care Mobile, which provides access to medical, dental and health care resources in communities where children need it most.
- TBC Associates at more than 600 Tire Kingdom and NTB Service Centers have the opportunity to support local RMHC Chapters, further reinforcing the team's commitment to making a difference in the lives of RMHC families.

"I would like to express my appreciation to NTB and Tire Kingdom for their continued support of RMHC through the *Aligned in Hope* campaign and extend our gratitude to Michelin for their generosity," said Kelly Dolan, President and CEO, RMHC. "The support we receive allows us to continue to support children and their families as they fight to overcome medical hardships."

An integral part of TBC and all business units spanning retail, franchise, wholesale, distribution, ecommerce and corporate shared services is corporate social responsibility (CSR). In fact, one of the company's core values focuses on it — leave everything better. TBC Corporation has initiatives that are driven by the company as well as initiatives that are Associate-driven, all communicated to associates via a formalized program called *TBC Driven To Give* (#TBCDrivenToGive).

"We are honored that Michelin believes in the mission of *Aligned in Hope*," said Erik R. Olsen, President & CEO, TBC Corporation. "Together we are working to support the communities where we work and live. This pledge by Michelin highlights the company's ongoing commitment to its core values and we are proud to partner with Michelin on this initiative."

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### **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](http://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



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trained and certified ASE technicians, exceptional customer service, and state-of-the-art equipment. To locate a store near you, visit [TireKingdom.com](http://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 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 MICHELIN NORTH AMERICA

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Greenville, S.C., Michelin North America, Inc. ([www.michelinman.com](http://www.michelinman.com)) has more than 21,400 employees and operates 19 major manufacturing plants

### ABOUT RONALD MCDONALD HOUSE CHARITIES

Ronald McDonald House Charities® (RMHC®), is a non-profit, 501(c)(3) corporation that creates, finds, and supports programs that directly improve the health and well-being of children and their families. Through a global network of over 260 Chapters in 65 countries and regions, RMHC enables, facilitates and supports family-centered care through three core programs: the Ronald McDonald House®, the Ronald McDonald Family Room® and the Ronald McDonald Care Mobile®. RMHC programs help families with ill or injured children stay together and near leading hospitals and health care services worldwide, ensuring they have access to the medical care their child needs while fully supported and actively involved in their child's care. For more information, visit [rmhc.org](http://rmhc.org). Follow RMHC on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).