



FOR IMMEDIATE RELEASE

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Tire Kingdom to Require Customers to Wear Face Coverings

PALM BEACH GARDENS, FL – July 22, 2020 – Effective July 23, 2020, [Tire Kingdom](#), a [TBC Corporation](#) company headquartered in Palm Beach Gardens, Florida, will require customers to wear face coverings when in any of the company's 190+ locations throughout the state of Florida.

"For many months now, Tire Kingdom has been monitoring the evolving impact of the coronavirus for our associates, our customers and the communities in which we work and live while taking actions and precautions as we strive to fulfill our mission *to enable people to live, work and play – safely and easily,*" said Brian Maciak, Executive Vice President, General Counsel and Chief Compliance Officer for TBC Corporation. "While we have required team members in our company-owned locations to wear face masks and gloves for many months now, we are now calling upon our customers to join us in the fight against coronavirus when visiting our locations. Effective July 23, 2020, all customers entering a Tire Kingdom or NTB location will be required to wear a face covering."

Customers must enter the location wearing a mask. The company will update customers on the new protocol via social media, web, signage at locations and via customer service channels.

Precautions implemented at all Tire Kingdom and NTB locations prior to the enhanced protocol for customers to wear masks include:

- Closely monitoring the reports from the Centers for Disease Control and Prevention (CDC) as well as local municipalities and adhering to or exceeding guidelines from local jurisdictions.
- Instituting a pandemic illness procedure that includes health and safety protocols so that the company can continue to serve customers.
- Sourcing additional cleaning supplies and guidelines for disinfecting surface areas and touchscreens were communicated and are being reinforced via meetings and written communications.
- Purchasing personal protective equipment (PPE) for all associates. Associates are required to wear masks and gloves at work.
- Implementing a daily temperature check performed by the manager on duty prior to an associate reporting to work.
- Committing to our no handshake policy to help stop the spreading of germs.
- Marking six foot spacing in showrooms and spacing chairs at least six feet apart and cleaning often.
- To reinforce commitment to cleanliness during uncertain times, the company has revisited protocol should team members need to enter a customer's vehicle for service needs.
- Offering modified drop-off procedures including curbside and stay-in-car services.
- Communicating modified protocols and commitment to customers through many channels.



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- Distributing a phased approach to reopening protocol that clearly outlines actions for associates based on their geographic location as well as position in the company.
- Instituting a COVID-19 Task Force with team members from multiple business units driving best practices.

“We all play a part in the fight against COVID-19,” recognized Erik R. Olsen, President & CEO of TBC Corporation. “As we continue to navigate these unprecedented times we will take what we believe to be appropriate actions that continue to prioritize the health, safety and wellbeing of associates, customers and the community. We’re here to keep you driving.”

At the end of March, TBC extended an [Essential Business Appreciation Discount](#) at all 610+ Tire Kingdom and NTB locations to extend appreciation, all Medical Professionals, Employees of Essential Businesses, First Responders and Military receive Special Savings who continue to serve during these unprecedented times.

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 TireKingdom.com.

ABOUT NTB® TIRE & SERVICE CENTERS

NTB® Tire & Service Centers provides a broad range of automotive maintenance and tire services at more than 410 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 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 610 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](#).