



FOR IMMEDIATE RELEASE

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Road Trip Ready: As Consumers Hit the Road this Summer, Tire Kingdom Service Centers Offers Tips to Stay Safe on the Road

PALM BEACH GARDENS, FL – July 30, 2020 – This summer millions of Americans are packing up the car and hitting the road in search of destinations that allow for social distancing as COVID-19 continues to spread across the country.

[Tire Kingdom Service Centers®](#), a chain of automotive and tire service centers and a member of the [TBC Corporation](#) family of brands, wants to remind customers of the importance of tire safety before they hit the road. Research conducted by the U.S. Tire Manufacturer’s Association (USTMA) in 2018, found that only 17 percent of drivers know how to properly check their tire pressure, and just 35 percent know how to tell if their tires have insufficient tread. And according to the American Automobile Association (AAA), the three most common calls they get are for flat tires, dead batteries and people locking themselves out of their car.

“While not much has remained consistent throughout this unprecedented time, what has remained is our commitment to exceeding the expectations of our customers and ensuring their vehicles are in safe driving condition,” said Erik R. Olsen, President & CEO of TBC Corporation, parent company to Tire Kingdom. “As consumers take to the road in record numbers this summer, we want to stress tire safety and car maintenance as a priority. We hope all consumers will take the time and allow our team the opportunity to perform one of the free inspections and ensure their vehicle is ready to get them to their summer destination.”

Every Tire Kingdom location, with more than 190 service centers in total, offers 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 is also offering customers a free 28-point vehicle inspection, perfect for making sure your vehicle is ready for the long haul. The vehicle inspection includes a comprehensive status check of tires, fluid levels, battery and lights, hoses, belts and wipers, brake system, suspension and steering systems.



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Tire Kingdom also offers convenient curbside service and stay-in-car services. Face coverings are now required in all Tire Kingdom locations.

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 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](#).