



FOR IMMEDIATE RELEASE

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**Big O Tires Franchisees Remain Committed to Serving the Community Throughout the COVID-19
Pandemic**

The Hollanders expand their presence in a new market and create jobs

Palm Beach Gardens, FL – November 4, 2020 – [Big O Tires, LLC](#), one of North America's largest retail tire franchisors with more than 460 locations, is proud of its many franchisees that have continued to serve their communities as an essential business throughout the COVID-19 pandemic while continuing to identify ways to also give back. The Hollanders, a husband and wife team, are one of those Big O Tires franchisees who have not only persevered, but have also expanded operations. Through the economic challenges of the pandemic, Tim and Terri Hollander's three existing New Mexico locations have been open to service their community's automotive needs as an essential business while their new location in Carlsbad, NM aided the community by adding local jobs.

The 14-year Big O veterans opened their first location in Wickenburg, AZ, and, after much success, sold the location and moved their family to New Mexico to purchase three Big O stores (Rosewell, Alamagordo and Ruidoso Downs). The Hollanders decided to further invest in the brand by building their first ground-up location in Carlsbad, NM which opened in September 2020. Before becoming a franchisee, Tim was a store manager at the Big O Tires in Longmont, CO working for Hall of Fame Franchisee Mike Lyons.

"We are excited to continue to grow, adapt, improve and represent the Big O Tires brand," said Tim Hollander. "We look forward to preserving Big O's heritage while building a legacy for our growing store family for generations to come."

The Hollanders have successfully created a family culture where their team members have a feeling of camaraderie, collaborating to adapt and improve daily, propelling their success in the marketplace. Their



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strength, stability and continual efforts to exceed customer expectations are evident in their achievements during these unprecedented times.

“Since 2006, we have worked alongside the Hollanders as they established themselves as a trusted leader in their community delivering exceptional customer service as *the team you trust*,” said Jim Bull, Vice President & General Manager of Big O Tires. “We have no doubt that their drive, experience and belief in the Big O Tires values paired with their passionate commitment to serving their customers will translate to continued success at all of their locations.”

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ABOUT BIG O TIRES

Big O Tires, LLC has 464 company and franchisee-owned stores primarily located in the Western and Midwestern United States. It is a subsidiary of TBC Corporation. For more information, visit BigOTires.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](#).