



FOR IMMEDIATE RELEASE

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TBC Corporation Supports Military and Family this Veteran's Day and Every Day
Tire company offers two programs specific to military and first responders

Palm Beach Gardens, FL – November 3, 2020 – [TBC Corporation](#), parent company to [Tire Kingdom Service Centers](#), [NTB Tire & Service Centers](#), [Big O Tires](#) and [Midas](#), supports military and first responders and their families with two programs nationwide in honor of Veterans Day 2020.

Both NTB Tire & Service Centers and Tire Kingdom Service Centers, chains of automotive and tire service centers and members of the TBC Corporation family of brands, are honoring active duty, Reserve, veterans and first responders with special discounts and service options. Military families can purchase a conventional oil change for \$18.99, get free service on flat repair and 10 percent off tires and 20 percent off services. These discounted services are available to veterans, active military and first responders not just on select holidays, but every day.

The second program pertains to the company's Midas and Big O Tires franchises. Through its U.S. Veterans program, TBC Corporation is waiving the \$35,000 franchise fee to all eligible veterans and individuals currently serving in the U.S. Armed Forces.

First responders who were employed for a minimum of five years as a law enforcement officer, emergency medical technician or fire fighter, and who apply for a franchise within one year of ending their service are eligible for waiver of the initial franchise fee on their first location.

Both Big O Tires and Midas Tires were recently recognized in the [2020 Top Franchises for Veterans Ranking](#). Big O Tires was recognized as #33 and Midas as #46.

"At all TBC operating entities, we strive to implement programs that provide us the opportunity to give back to the community and make a lasting impact," said Erik R. Olsen, President & CEO of TBC Corporation. "Through our programs aimed at giving back to veterans, active military and first responders who give so much to us and our country each and every day, we have the opportunity to say thank you."

Discounts are extended to all active duty and Reserves members, and their spouses, of the U.S. Air Force, Army, Navy, Marines, National Guard and Coast Guard year-round and include offers on products and services including, but not limited, to oil changes, tires, wheels and other services. To activate the discount, visit your local Tire Kingdom or NTB Tire & Service Centers and present valid U.S. military identification at the time of purchase.

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ABOUT TBC CORPORATION

For more than 60 years, [TBC Corporation](#) (TBC), one of North America's largest marketers of automotive replacement

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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 720 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 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 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 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 MIDAS

Midas is one of the world's largest providers of automotive services, offering brake, tire, maintenance, exhaust, steering and suspension services at more than 2,000 franchised and licensed Midas stores in 16 countries, including nearly 1,200 in the United States and Canada. For more information visit [midas.com](#).