



FOR IMMEDIATE RELEASE

Contact: Jamie Levin
561-383-3000, x2527

TBC Brands to Participate in 2016 Mid-America Trucking Show
- Exhibit to feature Sumitomo Tires and daily drawings -

Palm Beach Gardens, FL – March 24, 2016 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, is pleased to announce continued participation in the [2016 Mid-America Trucking Show](#) in Louisville, KY (March 31-April 2, 2016). The highlighted product line for TBC Brands this year is Sumitomo Tires.

A wide variety of application specific Sumitomo products will be featured at the show including the all new ST778+ SE, Sumitomo's next generation SmartWay verified line-haul steer tire.

"MATS is a prime opportunity for us to showcase Sumitomo's full line of products and services available to the North American transportation market," said Bill Dashiell, Senior Vice President of Commercial Products for TBC Brands. "With our recently added products catering to the industry's changing needs, Sumitomo is positioning itself to perform similarly to higher tier products while driving down operating cost per mile in all applications."

In addition to having the opportunity to learn about featured products, MATS participants will also have a chance to win a choice of premium Sumitomo steer, drive or trailer tires through the daily Commercial Truck Tire Giveaway. Participants can enter the daily drawing by registering at the Sumitomo booth, #12168 in the North Wing. Additional giveaway details will be available at the booth.

###

About TBC Brands

TBC Brands, a subsidiary of TBC Corporation, is one of the largest distributors of private brand tires in North America. Since the establishment of TBC Brands in 1956, the Company has been recognized for its underlying commitment to quality, safety, and value. Through 17 propriety brands, TBC Brands is able to provide independent wholesale and retail customers access to an unparalleled range of consumer and commercial products. For more information visit www.tbcbands.com.

About TBC Corporation

For 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 best in class 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



FOR IMMEDIATE RELEASE

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

through [TBC Brands](#), [Carroll Tire Company](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total car care at more than 3,200 franchised and company-operated tire and automotive service centers under the brands [Tire Kingdom](#)® Service Centers, [Merchant's](#)® Tire & Auto Service Centers, [NTB](#)® Tire & Service Centers, [Big O Tires](#)®, [Midas](#)®, and [SpeeDee Oil Change and Auto Service](#)®.