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TBC Brands Continues Focus on Commercial Truck Tires
- Industry veteran Aaron Murphy's strategy in place -

Palm Beach Gardens, FL – April 8, 2016 – Just three months after joining [TBC Corporation](#) (TBC), one of North America's largest marketers of automotive replacement tires, as Vice President of Commercial Truck Tire Sales, Aaron C. Murphy has defined a vision for the team that strategically aligns with the growth initiatives of [TBC Brands](#), one of the largest distributors of private brand tires in North America. His knowledge of the industry, marketing expertise and operational acumen has already had a positive impact on relationships with existing customers.

Sumitomo Tires' product line for commercial and heavy duty vehicles has been a primary concentration for Murphy since joining the organization. In addition to focusing on specific brands, Murphy has prioritized building a team of seasoned professionals to support the commercial truck customer with tools that will enhance profitability and reliability. The team will be strategically located throughout North America to best serve current and potential customers.

"My goal for the team is to constantly improve our product lines for our customers," recognized Murphy. "As the marketplace changes, it's imperative that we evolve too; we will capitalize on our strengths to give customers the most options when programming, sourcing and buying commercial truck tires."

"At TBC Brands, our underlying mission and vision is built on our foundation to provide dealers with high-quality product lines through an effortless process," said Marty Krcelic, Executive Vice President of TBC Brands. "Aaron's multi-faceted approach built on the importance of educating consumers by promoting awareness through marketing initiatives closely aligns with our mission and is exactly what we were looking for in the commercial truck tire line of our organization."

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About TBC Corporation

For nearly 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 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](#)®, [Merchant's Tire & Auto Centers](#)®, [NTB](#)®, [Big O Tires](#)®, [Midas](#)®, and [SpeeDee Oil Change and Auto Service](#)®.

About TBC Brands

TBC Brands LLC is one of the largest distributors of private brand tires in North America. 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.tcbbrands.com.