

Case Study:

Belle Tire Continues Its Full Service Tradition with TPMS

Belle Tire Makes Complete Service a Family Affair

With over 80 store locations in the Midwestern U.S., Belle Tire® continues a family tradition that began when Sam Waze opened the first Belle Tire location (named after his wife Belle) on Grand River in Detroit in 1922. Today, Belle Tire is known as the trusted value leader in the greater Michigan and Ohio area, employing over 1,200 workers. Yet it retains a reputation as a trusted, hometown tire dealer—as it has been for over 85 years.

The last few decades have seen large growth for the company, with the acquisitions of Tireman Auto Centers and Metro 25 Auto & Truck Repair in the 1990s and with the opening of numerous Belle Tire stores in the 2000s. Belle Tire offers, in addition to a full range of tire brands, an extended portfolio of custom wheels and rims; alignments; brakes; batteries; oil and lube; shocks and struts; and windshield repair and replacement.

When it comes to its core tire business, Belle Tire gives customers access to a suite of additional services with each new tire installation, including lifetime alignment checks, tire inflation, mounting, rotation, balancing, lifetime flat repair and road hazard warranties. In 2008, Belle Tire integrated TPMS into its tire service lineup, with a complete array of TPMS service, including packs, sensors, scan tools and wide-scale training for all of its technicians, across its network of storefronts.

Read more about [Belle Tire](#).



“Being a family-owned and -operated business, we pride ourselves in providing service to our customers beyond the traditional provider–customer relationship. We earn their loyalty by being able to serve their entire tire repair needs. TPMS is now a critical element of servicing tires, and we view TPMS not only as a business driver, but also as an important safety element for our customers.”

—Joe Donehue, TPMS Specialist,
Belle Tire (Allen Park, Michigan)