

Case Study:

Tire Kingdom Adds TPMS Service to Grow Its Portfolio

Tire Kingdom Sees Long-Term Opportunities with TPMS

From a modest beginning to its current expansive store deployment across much of the Southeastern United States, Tire Kingdom® has consistently delivered quality tire and tire repair services for 38 years. Tire Kingdom began in 1972 with some 50 consignment tires in a roughly 200-square-foot stall at a West Palm Beach, Florida, farmer's market. After growing year by year, the company was soon in all major South Florida markets. Tire Kingdom's expansion continued throughout Florida, as well as into North Carolina, South Carolina, Louisiana, Georgia, Vermont, New Hampshire and Ohio.

In June 2000, Memphis-based TBC Corporation purchased the company. Headquartered in Juno Beach, Florida, the TBC Retail Group now operates more than 730 company-owned stores under the brands Tire Kingdom, NTB (National Tire & Battery) and Merchant's Tire and Auto Centers. Additionally, the TBC Retail Group operates 491 franchised Big O Tires retailers.

Key to Tire Kingdom's growth has always been its ability to offer quality brand-name tires, as well as complete tire services, including tire balancing, wheel alignment, extended service programs and warranties. Tire Kingdom centers also offer under-car and under-hood maintenance, such as brake repairs, suspension system replacements and driveline repairs, as well as air conditioning, cooling, transmission, fuel system and oil change services.

In the fall of 2007, Tire Kingdom expanded its services to include TPMS. Its TPMS program is more than a response to a trend. Tire Kingdom management views the program as a long-term growth opportunity as well. As such, they have included TPMS as an operational discipline, and measure progress towards corporate goals via TPMS-specific key performance indicators.

Read more by visiting the Web site for [Tire Kingdom](#).



"TPMS offered us a new growth category to expand our service offerings to customers, in a profitable way. One core tenet of our 2010 strategy is "Tires & TPMS," because we see TPMS as being a long-term enabler to our business."

—Lynn Parker, Vice President, Tire Kingdom (Juno Beach, Florida)