

ATD's Tire Pros Names BooneOakley its Agency of Record

Tire Pros
Huntersville, N.C.

The nation's largest franchise network of independent tire dealers announces new marketing communications partner to strengthen brand story

Tire Pros, a subsidiary of **American Tire Distributors** (ATD), and the nation's largest franchise network of independent tire dealers, announced **BooneOakley** as its agency of record.

"We are pleased to partner with BooneOakley to aid us in our marketing efforts for our growing network of franchises," said Greg Bell, president at Tire Pros.

"BooneOakley has deep experience in providing companies with brand guidance and strategy that has effectively set them apart in their respective industries. We are excited to leverage this experience to elevate the Tire Pros network."

In collaboration with its network of franchisees, Tire Pros has set standards within the tire industry by making strides in enhancing its offerings for customers. The new partnership with BooneOakley will see the agency provide creative and strategic brand guidance to further deliver on Tire Pros' mission to be the most insightful and data-driven franchise model in the industry.

BooneOakley will begin primary research to provide insight on the Tire Pros brand and will later assist in reshaping the brand guidelines while building messaging and creative assets. The agency will also consult with Tire Pros and its partners on media

strategy.

“We are excited to help Tire Pros define and focus their brand story and unique position in the tire and automotive service marketplace,” said Claire Oakley, Director of Account Services.

Tire Pros is the nation’s largest network of elite, independent and locally-owned tire dealers. Uniting dealers under a shared national brand, each franchisee benefits from a broad suite of specialized tools and resources, including hands-on support from dedicated Retail Account Managers and advanced marketing tools to help franchisees drive traffic to their stores, enhance their operations and maximize their profitability. Now, the network of dealers has access to specialized marketing services provided by BooneOakley.

With franchisees from coast-to-coast, Tire Pros is dedicated to bringing customers a simple, straightforward and hassle-free experience. To learn more about our new Tire Pros franchise locations or find a Tire Pros location near you, visit www.tirepros.com.

About Tire Pros

[Tire Pros Francorp](http://www.tirepros.com) is a subsidiary of American Tire Distributors (ATD) with over 600 franchise locations across the country serving 45 states. Positioned as the nation's largest network of elite, independent tire dealers, the Tire Pros franchise program brings tire dealers together under a shared national brand and offers them dedicated retail sales consultation and marketing support, training, financial management, and additional enhancements to help them compete in today's fast-changing retail marketplace. Through their affiliation, independent dealers are able to offer an industry-leading warranty package featuring complimentary roadside assistance that is honored at over 30,000 service centers nationwide, among other benefits. Information for those interested in joining the Tire Pros network may be

found at tirepros.com/franchise.

About American Tire Distributors

American Tire Distributors is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 140 distribution centers, including 25 distribution centers in Canada, serving approximately 80,000 customers across the U.S. and Canada. The Company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to tire and automotive service customers. American Tire Distributors employs approximately 5,000 associates across its distribution center network, including approximately 800 associates in Canada.

About BooneOakley

BooneOakley is a full service independent advertising agency that gives ambitious brands an unfair advantage. Clients include Visit Charlotte, Destin-Fort Walton Beach, The Outer Banks of North Carolina, Features, and Pizza Inn.

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