

Riverside Pride Success Report Ward 3 Update

America's Tire Company
3553 Merrill Avenue



Councilman Mike Soubroux

April 10, 2018

History



- First store opened in Ann Arbor, Michigan by Sir Bruce Halle in 1960
- Rented an old plumbing supply building
 - Did all the renovations himself – displayed an initial six-tire inventory
 - A true one man show – tire technician, accountant, cleaning crew, etc.
- Founding principles: treat people with respect and fairness, care for those in need, always do what is right, work hard, be responsible, and have fun
- By the end of the decade, the company grew to six stores and established a strong reputation for customer satisfaction.

America's Tire Today

- America's largest independent tire and wheel retailer.
- Ranked No. 99 on Forbes' 2016 America's Large Private Companies list.
- Everywhere outside of California the name is "Discount Tire Co."
- Today, there are More than 975 stores in 34 states in operation.



Store # - America's Tire CAL 18, Riverside Merrill

- The store first opened June, 1997
- Located conveniently behind the Riverside Plaza
- The Store is managed by Andrew Espinoza.



CAL 18, Riverside Merrill cont. .

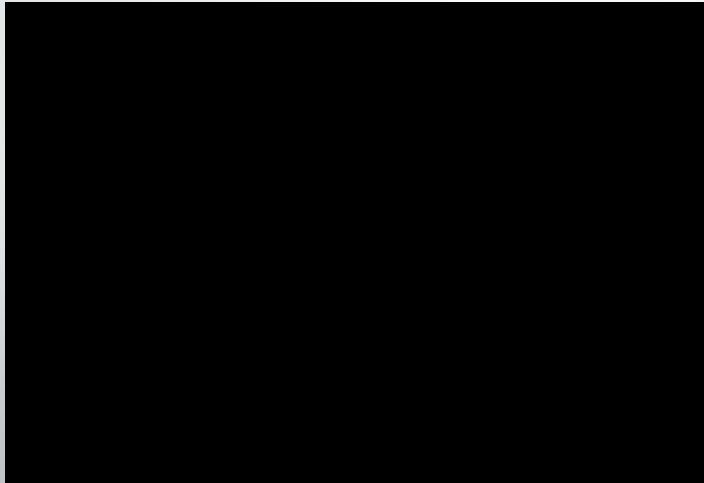
- On average, 75-90 cars are serviced daily.
- ~91% of customers are back on the road within 45 minutes of checking-in.
- There are 3-4 tent sales per year
 - Offers can range up to \$320 back in mail-in and manufacturer rebates.
- The next sale will be June 29-30th.



CAL 18 Merrill works hard to serve their customers!



Longest Running Commercial



Plenty of tires in stock. Stop by today!



THANKS
FOR WATCHING