

ONE OF NORTH AMERICA'S TOP-RATED  
TIRE & AUTO SERVICE  
**FRANCHISES**



**BIG O TIRES**  
THE TEAM YOU TRUST



# BIG O TIRES®

THE TEAM YOU TRUST



## 1962

Buying co-operative founded.  
First retail store opened.

## 1974

First Big O-branded  
tire is born

## 1982

Big O converts from  
dealership network to  
franchise system

\*TBC Corporation owns 772 company-owned stores branded as Merchants®, Tire Kingdom® and NTB®, and owns Midas International Corporation and Midas Canada, Inc.



Big O Tires has become one of North America's largest retail tire franchisors, with more than 440 independently-owned and operated locations in more than 20 states, providing customers with a broad range of automotive services in addition to quality tires, wheels and accessories. Big O has become an industry role model admired for its innovative approach to franchising and unmatched customer loyalty ratings.



**1996**

TBC Corporation\*  
acquires Big O Tires

**2005**

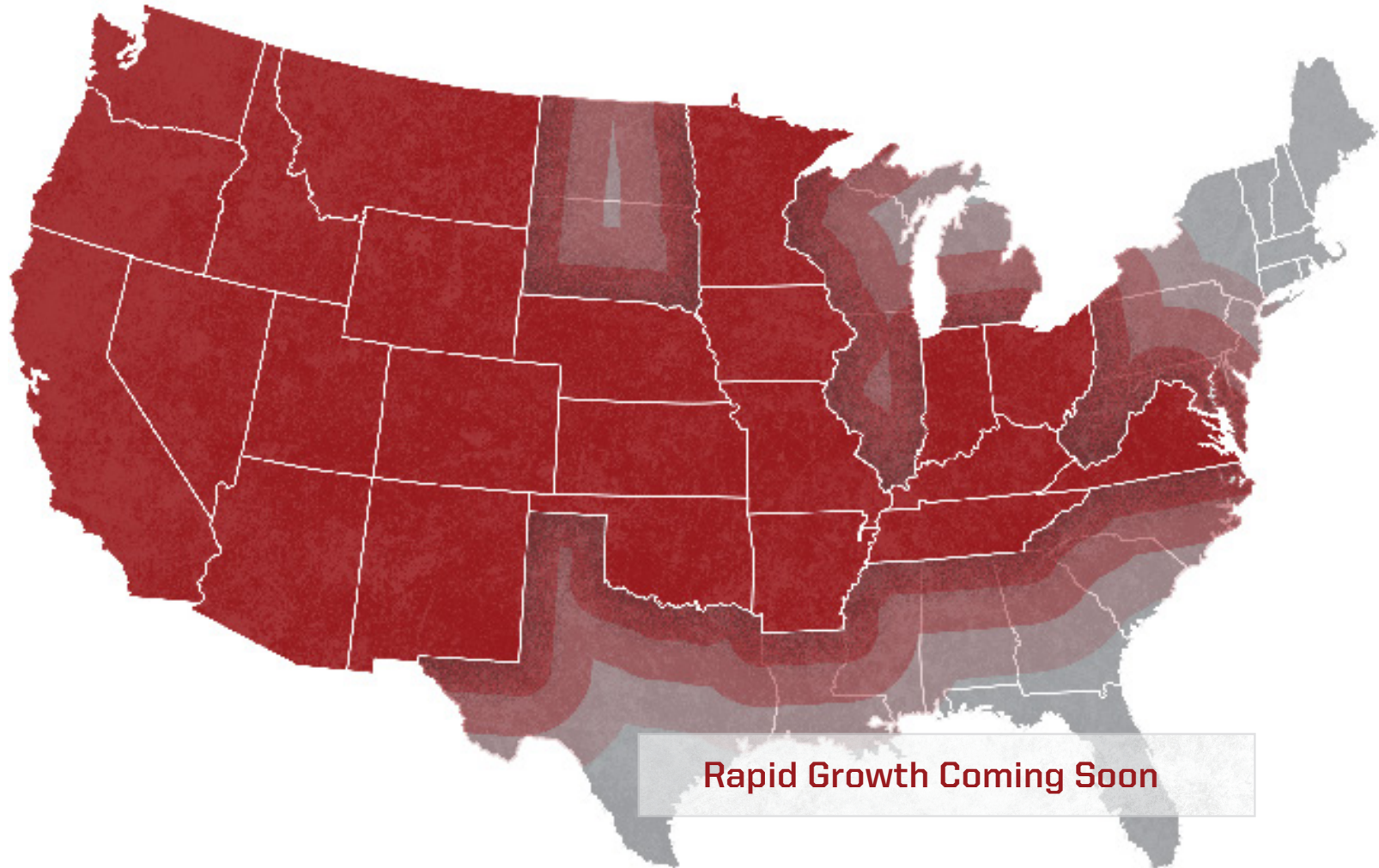
TBC Corporation  
acquired by Sumitomo  
Corporation of America

**TODAY**

Big O Tires has over  
440 franchised stores  
in more than 20 states\*\*



# OUR FOOTPRINT





## **TRUST IS A HARD JOB.**

There's no way to sugarcoat this: The auto service trade has a bad reputation. Most people have had at least one terrible experience with the industry.

More often than not, customers don't know a lot about the cars they drive, which makes them feel vulnerable. That's why customers stick with an auto service company they trust.

Big O Tires has over 400 franchise stores in the United States and a rich history built upon business owners who have earned customers' trust one interaction at a time.

When Big O joined TBC Corporation, one of the largest and most respected tire marketers in the nation, something amazing happened. The combination of franchised ownership and major corporate backing gave our franchisees independence while also allowing them to draw on the resources of industry giants.

This powerful combination has also given us the flexibility to take a different approach than our competition. Our focus is establishing and maintaining our customer relationships for the long run, rather than today's invoice.

And for our customers, that has made a world of difference.



# • OUR • VISION

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BIG O TIRES IS A TRUSTED LEADER IN  
THE TIRE AND AUTOMOTIVE SERVICES INDUSTRY.

WE SELECT ONLY THE BEST, MOST PASSIONATE FRANCHISEES  
TO JOIN US BECAUSE LEGENDARY CUSTOMER SERVICE IS NOT OPTIONAL.  
IT'S REQUIRED.



*"One word: TRUST. I have come to this Big O location for twenty years because the owner is absolutely honest, knowledgeable about his products and courteous in his approach. A tire is a tire is a tire, but this is really a place that I can trust."*

Steve K. – Santa Rosa, CA



## OUR CUSTOMERS DON'T JUST LIKE US: THEY LOVE US.

88.9% of customers who review us rate us at 4 or 5 stars. Nearly 80% of those give us a 5-star rating!

### *How do we do it?*

- ✓ Our five-step **VIP Service** approach to customer retention that teaches our team members to excel at customer service
- ✓ **Speed lanes** for fast tire installation and basic inspections
- ✓ **Exclusive Big O brand products** that carry our industry-leading tire service guarantee and warranty
- ✓ Our **leading edge retail website**, complete with appointment-scheduling capability, user ratings and review-tracking integration
- ✓ **Recommended retail pricing/model stock program**, which helps ensure the right tires are in-store when your customer needs them



# • OUR • VALUES

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BUILD TRUST IN OUR CUSTOMER AND FRANCHISEE RELATIONSHIPS  
DELIVER LEGENDARY CUSTOMER SERVICE  
PROVIDE THE HIGHEST QUALITY PRODUCTS AT A GREAT VALUE  
GIVE BACK TO OUR COMMUNITIES  
ADAPT AND IMPROVE EVERY DAY TO GROW AND WIN IN THE MARKETPLACE  
PRESERVE OUR HERITAGE AS WE EXECUTE OUR FUTURE



*"Don't reinvent the wheel. Follow the processes and procedures that have been around Big O for a very, very long time. Add to them. Enhance them, but don't try to reinvent the wheel."*

Tim Hollander, Big O Franchisee since 1989

## IT'S NOT JUST OUR CUSTOMERS WHO LOVE US. OUR FRANCHISEES LOVE US, TOO.

When Big O joined forces with TBC Corporation, something amazing happened.

The combination of independent ownership and the leverage of a major corporation was the business equivalent of mixing peanut butter and chocolate: Incredible!

Our franchisees enjoy the flexibility and versatility of being their own bosses while simultaneously being able to draw on the resources of industry giants.

### *How do we do it?*

- ✓ **Dedicated Franchise Business Consultants** (FBC) by region
- ✓ **Monthly owner's meetings** to ensure communication of best practices, product news, marketing and IT strategies
- ✓ **Big O Franchise Advisory Council** (FAC) plays an integral role in guiding Big O by speaking directly to the executives at Big O's corporate office. When the FAC meets, TBC listens
- ✓ **Big O Tire Dealers of America** (BOTDA), a non-profit legal entity comprised only of Big O franchisees, created specifically to represent the interests of ALL franchisees
- ✓ **Protected territories** of at least 50,000 people and a two-mile radius between stores
- ✓ **BFF pricing** allowing franchisees to purchase products at a price at or below that paid by our competitors



# • OUR • MISSION

DELIGHT OUR CUSTOMERS THROUGH HONEST,  
WORRY-FREE TIRE AND AUTO SERVICE.

EMPOWER OUR FRANCHISEES TO DELIVER HONEST,  
WORRY-FREE TIRE AND AUTO SERVICES.



*"The reason that we're so successful is that we wow our customer every single time they come in the store. We make them feel at home. We make them feel like our friends. We take great care of their cars and they trust us with that."*

Bart Yerxa, Big O Franchisee since 2002

## START YOUR ADVENTURE WITH YOUR FEET FIRMLY ON THE GROUND

Big O is committed to helping our franchisees succeed. We give our new franchisees up to seven weeks of immersive training and years of consistent support.

### *How do we do it?*

As a new franchise owner, you'll go through our **New Franchise Orientation** (NFO), a primer designed to help you understand what makes Big O one of the leading tire franchises in North America. More importantly, you will be guided through our experience-focused culture, learning to create outstanding customer encounters each and every time. You will also receive access to our online training site, TBC University, which boasts over 400 cataloged courses, designed to enable your store team to step into their new roles with ease.

**New Franchise Orientation** provides an extensive insight into customer relations and service techniques. From teaching advanced phone skills to an inclusive overview of our product lines, we set the stage to turn your new franchise into a proud member of "The Team You Trust".

- ✓ 14 Core Big O Courses on best practices and fundamentals including the nitty-gritty of the sales process, bookkeeping, tire changing and mechanical service and repair
- ✓ Guidance and mentoring from tenured, well-performing franchisees
- ✓ Overviews on distribution, finances and supply chain management
- ✓ Extensive documentation with detailed answers about the business including detailed standards, policies and procedures



# • OUR • FUTURE

EXCELLENCE IS A RESULT OF SUCCESSFUL PREPARATION.  
TO REMAIN COMPETITIVE, WE MUST CONTINUALLY INVEST  
IN OUR FUTURE. THAT MEANS PROVIDING THE RIGHT  
TOOLS FOR THE RIGHT JOB AT THE RIGHT TIME.



*"Big O Tires has been a part of all my adult life, and I'd like to ride the wave through to retirement"*

Rick Zirges, Big O Franchise owner since 1993



## WE EMPOWER YOUR BUSINESS WITH:



### STATE-OF-THE-ART RETAIL WEBSITE AT [WWW.BIGOTIRES.COM](http://WWW.BIGOTIRES.COM)

- Supports mobile devices & tablets
- Shop by Vehicle query enabled
- Zip-code-centric customer lead generation
- Managed and updated daily by Big O with the latest promos and deals

### BIG O TIRES BUSINESS CENTER, A ONE-STOP DESTINATION FOR:

- Ordering tires
- Ordering shop supplies
- Retail pricing
- Calculating and submitting royalty payments
- Viewing invoices
- Receiving notifications and alerts
- Storing and viewing core business documents
- Transferring products and warranties



### EXCEPTIONAL FLEET PROGRAM RELATIONSHIP OPPORTUNITIES

- Established partnerships
- Access to major fleet accounts
- Local and National opportunities

### COMPREHENSIVE POINT OF SALE SYSTEM

- Enhanced performance dashboard with KPI reporting
- Seamless integration with most accounting software
- Built-in A/R and A/P functions



### AWARD-WINNING MULTI-CHANNEL MARKETING

- National marketing fund supports creative content development
- Powerful promotions (TV, radio, print, direct mail & digital)
- Industry-leading digital marketing
- National CRM & SEM programs
- Brand compliance program

***GIVE US A CHANCE. YOU'LL LOVE US, TOO.***



# NEXT STEP

For more information, please contact:

**Office:** (800) 365-0007

**E-mail:** [franchiseinfo@tbccorp.com](mailto:franchiseinfo@tbccorp.com)

**Web:** [www.bigofranchise.com](http://www.bigofranchise.com)