



**FOR IMMEDIATE RELEASE**

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**TBC Brands to Exhibit Sumitomo and Sailun Truck Tires  
at the 2016 Great American Trucking Show**

Palm Beach Gardens, FL – August 3, 2016 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, is pleased to announce its participation in the [Great American Trucking Show](#) (GATS) from August 25-27, 2016 at The Kay Bailey Hutchison Convention Center in Dallas, TX. On display will be both Sumitomo and Sailun branded truck tires for the transportation industry; representatives will be in attendance to share the benefits of the products with attendees.

GATS is an all-encompassing convention of trucking professionals that features more than 500 exhibitors representing truck, trailer, engine, component and parts manufacturers, as well as services catering to the heavy and medium duty truck industry.

“Since inception, GATS has provided marketers like us the opportunity to gain exposure while connecting with fellow leaders in the industry to best meet the needs of our existing and potential customers,” said Aaron C. Murphy, Vice President of Commercial Tire Sales for TBC. “Our participation allows us to maintain and grow our strategic relationships within the trucking industry while building on our underlying foundation at TBC Brands to provide customers with high-quality product lines through a process that is as effortless as possible for them.”

GATS attendees will have a chance to win a choice of premium Sumitomo or Sailun steer, drive or trailer tires through the Commercial Truck Tire Giveaway. Participants can enter the show drawing by registering at the Sumitomo and Sailun booth (#18167). Additional giveaway details will be available onsite.

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**ABOUT TBC BRANDS**

TBC Brands LLC is one of the largest distributors of private brand tires in North America. The Company has been recognized for its underlying commitment to quality, safety, and value. Through 17 propriety brands, TBC Brands is able to provide independent wholesale and retail customers access to an unparalleled range of consumer and commercial products. For more information, visit [www.tbcbrands.com](http://www.tbcbrands.com).