



FOR IMMEDIATE RELEASE

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**Premium Sumitomo product giveaway set for the
TMC Conference in Atlanta, GA (March 5-8)**

Palm Beach Gardens, FL – February 26, 2018 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, and Sumitomo truck tires are pleased to participate in this year’s Technology and Maintenance Council (TMC) Annual Meeting & Transportation Technology Exhibition in Atlanta, GA (March 5-8, 2018).

On display at the Sumitomo booth will be Sumitomo’s premium, Smartway Verified products including the ST788 SE steer, ST948 SE closed shoulder drive and ST719 SE all positon tires.

“These three tires, slated for production in the U.S. this year, feature Sumitomo’s latest generation of developments utilizing Sumitomo’s 4D Nano Design technology,” said Aaron C. Murphy, Vice President of Commercial Truck Tire Sales for TBC Brands. “With the addition of these products, fleets and dealers can expect even more efficient fill rates and better access to Sumitomo truck tires going forward.”

TMC attendees will have a chance to win a choice of premium Sumitomo steer, drive or trailer tires through the Commercial Truck Tire Giveaway sponsored by TBC Brands. Participants may enter the drawing by registering at the Sumitomo booth, #2647. Additional giveaway details will be available onsite.

For information on these and other Sumitomo TBR tires, visit www.sumitomotrucktires.com.

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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.