



May 11, 2022

Hello Discount Tire Family,

We have some exciting news to share. We learned Discount Tire has been ranked the #1 Retail Customer Centric company in [Forbes](#). This recognition is an amazing testament to Our Culture and the wonderful people of Discount Tire who bring it to life every day. We are forever grateful for this gift bestowed on us by Mr. Halle. The best part is we have so much more we are working on to take both the employee and customer experiences to new levels.

We are so proud of each and every one of you and what we have achieved together. This recognition from Forbes confirms we are on the right path, and by working To be the Best and get better each day, you are helping us achieve our strategic intent by making the employee and customer experience more Inviting, Easy, and Safe.

Thank you for Caring for and Cultivating each other, delighting Our Customers, and helping us Grow Responsibly. We know Mr. Halle is smiling down on each of you as you help make each other's dreams come true.

God Bless,

The Halle Family
(Halles, Lyles, Pedersens and Zuiebacks)