



Yesterday was the birthday of Wilma Veldman, who with her husband Pete, founded Tire Rack in 1979. We would like to take a moment to recognize and celebrate her life and legacy. Wilma was born in Vorden, Netherlands on January 22, 1927. In 1952, she married Pete Veldman and immigrated to the United States where she and Pete went on to become entrepreneurs, operating a variety of businesses.

Wilma and Pete shared Mr. Halle's views that their employees were their greatest assets and measured their success by the opportunities they were able to provide for others. Along with their seven children, Wilma and Pete happily welcomed all their employees into their extended Tire Rack Family. Wilma loved celebrating all life events including her birthday with her Tire Rack Family. Over the years she enjoyed their cards, good wishes, and of course a piece of cake!

It is with great pride we welcomed Tire Rack into our Discount Tire Family and as we Grow Responsibly, we will continue the legacy of Mr. Halle and the Veldmans.