

# Bruce Halle

May 27, 1930

Saturday, May 27 marks the birthday of our founder, Mr. Halle. We'd like to take a moment to recognize and celebrate his life and legacy.

In 1960, Mr. Halle rented an empty shop in Ann Arbor, Michigan and opened the first Discount Tire store. At that time, he was the only employee and his inventory consisted of six tires. He was committed to offering lower prices and focusing on the customer's experience as a way to build relationships with his customers and develop a strong brand value. His vision, faith, and dedication led to Discount Tire being the largest independent tire and wheel retailer in the world, with a reputation for taking care of its customers.

Mr. Halle's mission was to help make Dreams come true. He accomplished his mission by truly living out his 5 Life Lessons - Be Honest, Work Hard, Have Fun, Be Grateful, Pay It Forward.

This was the gift he left to us. Together, with the Halle Family, we honor Mr. Halle by continuing to get better each day at living the 5 Life Lessons and making each other's Dreams come true.

