

What We Do

BRAND PROMISE

We promise that when you work for or do business with us you will experience **caring people doing the right thing**.

Our brand promise is an expression of our core values (Who We Are). The foundation of our company is our people, their caring nature, and high level of integrity. To the people of our company, it is about caring for and cultivating people, our passion for safety, being empowered to make our customers happy, promoting from within, and sharing in each other's success. For our customers, it is knowing that caring people will do the right thing.

We differ from our competitors because we truly care about each other and our customers.

BRAND DIMENSIONS



It is our people's attitude that makes Discount Tire a magical place to work and do business. We are passionate about having fun, giving our best, working safely, and sharing in each other's success. We care about doing the right thing, we are empowered to do so, and have fun doing it. This is why we are happy people with Can-Do Attitudes. We know our customer's time is important, so we do things right, and we do them with a sense of urgency. We know every day we must earn the right to call them our customers. It is our people that keep our customers coming back time and time again.

We differ from our competitors because we focus on hiring people with Can-Do Attitudes and we have a culture (Who We Are) to support these attitudes.



We are unique in that all we do is tires and wheels. We are the industry's experts. We are well trained and believe in what we do. For us, doing the right thing for the customer every time means engaging our customers to understand their true and immediate needs, empowering them with expert advice that is in their best and safest interest, and providing the highest quality service work. We back our products and services with hassle free warranties. We know we have earned our customer's trust when they give us their keys and say, "do whatever you think is best."

We differ from our competitors because we are experts. We are motivated to understand our customer's needs and empower them with the best advice, service, and after sale support.



It is an easy thing. We treat people how we want to be treated. The experience starts with our Trusted Experts with Can-Do Attitudes, Low Prices, and More Choices. It is sealed with our clean stores, free services, and hassle-free after service support. This is our service experience we use to create peace of mind and delight each of our customers... An experience that our customers have come to trust and confidently refer to their family and friends.

We are different from our competitors because we inspire our customers with an Unexpected Experience simply by treating people how we want to be treated.



The company's name is a promise for low prices. We also offer the widest selection of quality products from the most affordable to the highest performance. We make sure we have products our customers want when they want them. We know it is price, selection, and convenience that gets people in the door.

We are different from our competitors because we provide the widest selection of products and provide low prices on all the products we offer. No matter what product we sell, it is a great deal for the customer.