Bridgestone Americas Tire Operations Announces GCR Tires & Service Brand Relaunch
New look, same proven, trusted quality service and products

NASHVILLE, Tenn. (July 15, 2014) – Bridgestone Americas Tire Operations (BATO) today unveiled its newly rebranded GCR Tires & Service division. The rebranding effort signifies BATO’s pledge to be the leading provider of commercial tires and service in North America. GCR is committed to minimizing down time and keeping businesses moving by delivering highest quality 24/7 service by trained professionals coast-to-coast.

“GCR is respected within the industry for delivering trusted quality brands including Bridgestone, Bandag, Firestone and Dayton products, top customer service and dependable workmanship time after time,” said John Vasuta, President, GCR Tires & Service. “Keeping fleets and businesses moving is job one for our customers, and a primary focus of the entire GCR team. This rebranding reaffirms our continuing promise to always deliver best-in-class experience and outstanding service.”

With one of the largest network of commercial stores across the country, GCR’s reach extends nationwide. Under the new brand, GCR is standardizing the service experience across all of its US locations, offering the same hours of operation, technicians that are all Tire Industry Association-trained, a nationally connected sales force, and one website for all locations. The service offering includes tire maintenance and repairs, on-site service, 24-hour emergency response, Bandag retreading and more.

The letters of GCR reflect the last names of the original company founders Balie Griffith, Harold Crawford and Perry Rose. The first GCR operations opened in 1945 in Odessa, Texas, and since then, the brand has stood for quality and service within the commercial segment, establishing the mark of quality in commercial tire service. The new logo is crisp, clean and colorful – a visual representation of GCR’s continued pledge and commitment to its customers.
About GCR Tires & Service:
At GCR we are highly skilled craftsmen who take pride in giving you our best. We offer a full range of tires and service solutions, providing a wide selection of brands, featuring: Bridgestone, Bandag, Firestone and Dayton. Our 24/7 nationwide network and service team means you get consistent quality you can count on, no matter where or when you need it. Every day, we are working hard to earn your trust and keep your business moving. GCR Tires & Service - Right there when you need us.

About Bridgestone Americas Tire Operations:
Nashville, Tenn.-based Bridgestone Americas Tire Operations (BATO) is a business unit of Bridgestone Americas, Inc., whose parent company, Bridgestone Corporation, is the world’s largest tire and rubber company. Reporting into the BATO business unit are the company’s Latin American tire operations; the U.S. and Canadian consumer tire businesses; the U.S. and Canadian commercial tire businesses; and the Bridgestone Retail Operations, LLC, which operates the largest network of company-owned automotive service providers in the world. BATOP develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The business unit is focused on retails, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, motorcycle, agricultural and other tires, as well as retreads, to its customers in the Americas.

###