

BestDrive Celebrates Grand Opening of Commercial Tire Center in Denver

- BestDrive celebrating 22nd location in the U.S. since 2010
- Denver suburb Commerce City, Colo., selected due to prominence as a fleet hub

FORT MILL, S.C. – October 30, 2017. BestDrive, LLC, a commercial tire dealer and retreader focusing on Continental tire offerings, celebrated the grand opening of its location in Commerce City outside Denver, Colo., on October 27. Established in 2010, BestDrive now has 22 commercial tire centers across the United States, with plans to expand into eight additional states by the end of 2018. Colorado marks the company's 13th U.S. state.

BestDrive's Denver tire center is an 18,400-square-foot retail and service space expected to bring \$4 to 5 million in sales to the city annually. Strategically located near the intersection of I-25, I-76, I-70 and I-270, it is ideal for access by its long-haul, regional haul, and on/off-road fleet customers.

"A consistent factor when selecting locations is that it must be easily accessible to our customer, and our Denver dealership is no exception," said Sonny Simpson, managing director of BestDrive, LLC. "Our growth strategy requires that we have an appropriate national footprint capable of providing continuous and seamless coverage across the nation."

The location will offer new tires and mechanical services, as well as distributing ContiTread retreads manufactured in the BestDrive Salt Lake City plant. Continental designs its commercial tire casings for retreading, helping deliver the Lowest Overall Driving Cost for fleets and owner-operators. Each retread tire saves almost 40 lbs of raw material, including rubber, steel, and carbon black, as well as 15 gallons of oil, according to the Retread Tire Information Bureau (TRIB). The Bureau also calculates that retreading truck tires in the U.S. reduces carbon emissions by 396,000 tons annually, as the retreading process generates 70% less emissions than production of a new tire.



The Denver store's General Manager T.J. Atwood is looking forward to making ContiTread™ retreads conveniently available in the Denver area. "First and foremost, I'm excited about the ability to bring the Continental retread product ContiTread to the market," he said. "This gives customers an option for retreading that they've never had before. I'm also excited about the innovative products we'll be able to offer from Continental, like truck tires from the Continental, General Tire, and Ameri*Steel brands, ContiPressureCheck tire monitoring, and RoadLog ELD." Atwood is also proud of the team he has put together in Commerce City. "We have a great staff of employees with over 150 years of combined tire experience," he said. "My crew and I pride ourselves on providing world class customer service, while lowering the customer's overall driving cost."

Denver, Colo., was selected due to its prominence as a commercial fleet hub. Denver is home to four of America's largest private fleets as ranked in the "2017 Fleet Owner 500" from *Fleet Owner* magazine. According to Simpson, "Commerce City and Denver sit at the natural cross-roads in the region. Our dealership location places us in the best possible position to service our national fleet customers while also servicing the local fleets that operate there."

"Continental sees enormous opportunity for BestDrive to offer local sales and service in more locations convenient for our fleet operators, to support both the high demand for retread tires and the local economies of the areas in which our stores are located," said Steve Postel, Continental's director of Retail for the Americas region. According to *Modern Tire Dealer's* "What to Expect in 2017" report, for every 1.08 replacement truck tires sold in 2016, one retread truck tire was sold; almost a one-to-one ratio, indicating high demand for the retread product.



BestDrive commercial tire centers offer total fleet tire management with Continental and General Tire brand products, as well as other supplemental tire brands. The dealerships equip fleets with new tires and ContiTread retread solutions as part of the ContiLifeCycle program, designed to lower costs and prolong the life of a Continental tire. BestDrive also provides innovative fleet technology such as ContiPressureCheck™ Tire Pressure Monitoring System (TPMS) and Continental's VDO Roadlog for ELD Mandate compliance. Services available at all BestDrive outlets include commercial tire mounting, dismounting, and balancing, 24-hour service, wheel refinishing, new and used wheels, air-up programs, commercial truck alignments and fleet checks. The stores also offer passenger and light truck tires, however, BestDrive is focused primarily on commercial truck service and OTR.

[>> Click here to download photos](#) (Link valid until **November 6, 2017**)



BestDrive Denver commercial tire and service center with roadside service trucks.



BestDrive executives attended the ribbon cutting ceremony to inaugurate the new location. Pictured left to right: Jeff Wolcott (BestDrive National Sales Manager), TJ Atwood (BestDrive General Manager of Denver, Colo. location), Steve Postel (Continental Director of Retail), Mike Newberry (BestDrive Regional Manager West), Sonny Simpson (BestDrive Managing Director).



Customers visited the BestDrive store in honor of the Grand Opening.

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Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transport. In 2016, Continental generated sales of €40.5 billion and currently employs more than 230,000 people in 56 countries.

The **Tire Division** currently has more than 24 production and development locations worldwide. The broad product range and continuous investments in R&D make a major contribution to cost-effective and ecologically efficient mobility. As one of the world's leading tire manufacturers with around 52,000 employees, the Tire Division achieved sales of €10.7 billion in 2016.

Continental **Commercial Vehicle Tires** is one of the largest manufacturers of truck, bus and commercial specialty tires worldwide. The business unit is continuously developing from a pure tire manufacturer to a solution provider, offering a broad range of products, services and tire-related solutions.

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