



FOR IMMEDIATE RELEASE
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Kal Tire Now Serving Drivers in Atlantic Canada

One of western Canada's most recognized tire dealers brings drivers in 12 communities both new conveniences and a deep-rooted, family business approach to serving customers

VERNON, BC—Drivers in Atlantic Canada can enjoy an easier, more helpful way to maintain their tires and vehicles, and it starts before they even leave the driveway. [Kal Tire](#)—a family-owned, Canadian business that started in British Columbia 70 years ago—now has 12 stores across Nova Scotia, New Brunswick and Newfoundland, and the company has brought much more than the Kal Tire logo so recognized in the west.

“We’re very focused on helping drivers get safely on their way while ensuring they receive the efficient, reliable and friendly customer service that Kal Tire is known for,” says Ron Pierce, regional director, Kal Tire.

Kal Tire became one of the first tire dealers in the country to embrace technology that enables convenient and secure online appointment bookings through an eCommerce platform.

“Our operations are designed to get you in and out of the store as quickly as possible,” says Pierce. That process includes the optional delivery of the customer’s own tires to the store from safe storage at [Kal’s Tire Lodge](#), another unique service the company was among the first to offer. “We’re really looking forward to bringing that convenience to drivers in Atlantic Canada and to soon roll out other offerings in the region, including shopping online for tires and an expanded mechanical offering.”

Kal Tire, now with more than 260 stores from coast to coast, recently acquired 12 locations, in Atlantic Canada. In Nova Scotia, that includes Dartmouth, Truro, Antigonish, New Minas and Bridgewater. In New Brunswick, there’s Moncton. In Newfoundland and Labrador, there’s Grand Falls-Windsor, Clarendville, Corner Brook, Wabush, Paradise and St. John’s.

After months of operational transition and skills and safety training with 81 team members, the Kal Tire signage has gone up.

“We’re seeing a lot of pride in these team members,” says Pierce. “We are so thorough in how we ensure our teams have the training and equipment needed to do their work as safely as possible and we’ve really invested in the stores with rebranding. These locations already had a strong reputation for service, and now with the additional offering by Kal Tire, we’re hoping these stores will be a bright spot in these communities the way Kal Tire stores are in the rest of the country.”

As at all stores, drivers pulling up to the new Kal Tire locations can get new tires and wheels, changeovers and repairs, tire storage, purchase financing and more.

“We’re all so excited to now have a presence from coast to coast and be in these really special communities,” says Pierce.

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About Kal Tire

Kal Tire is one of Canada's largest independent tire dealer and one of North America's largest commercial tire dealers. Kal Tire's Mining Tire Group is an international leader in mining tire service and supply, servicing more than 150 mine sites across five continents. The company has warehouse facilities across Canada servicing more than 260 Kal Tire retail and commercial stores. Kal Tire owns and operates 11 truck tire retread facilities across Canada, plus six earthmover retreading facilities located in Canada, the United Kingdom, Chile, Ghana and Mexico. The company employs more than 6,500 team members. For more information, visit www.KalTire.com.

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