

# BUSINESS PROFILE

## DISCOUNT TIRE CENTER

### Robert Verderese

Tires are one of the most important components of your car. They are responsible for how your vehicle handles various road conditions that come your way. You might not truly appreciate your tires until you find yourself getting a flat or a blow out, but that's where Discount Tire Center of Tom River comes in. Operated by Rich, alongside master technicians with over 40 years combined experience, Discount Tire has been offering the best quality tires at the lowest prices since 1985 and will always treat you with courtesy and professionalism.

Are you one of those people who never pay attention to your tires? If so, you are not alone. But did you know ignoring your tires can potentially bring about a major safety issue. Why? Because tires are your vehicle's only contact with the road.

It doesn't matter how good of an engine your vehicle has, how well it is built, what speed and acceleration it has, in the end it all comes down to tires and how they can alter your automobile's performance on the road. Not only should you pay attention to your tires, but you should learn the difference between good tires and bad

tires— between cheap tires and quality tires!

Your automobile tires can



literally make or break your driving experience and your family's safety, so it is critical that you choose your tires wisely! At Discount Tire, Rich and his team will see to it that your tires are the right fit for you, your vehicle and your budget: "We house an inventory of over 2000 tires at all times, which means you can count on us to almost always have exactly the right tires for you at any given time," Rich explains.

And unlike other tire chains, Discount Tire doesn't stock off-brands or seconds: "Our tire rack is only filled with world class tire brands, such as Michelin, Good Year, BF Goodrich and Pirelli," says Rich.

Additionally, by virtue of the high volume of tires that they sell, Discount Tire is able to maintain lower prices than their competitors. So therein lies the simple formula to Discount Tires phenomenal success—to provide the highest quality tires to their customers at the lowest price.

Given their success, it is no wonder that many other tire and auto shop establishments have desperately tried to imitate Discount Tire, even going so far as to use their name. But Rich and his team don't let that bother them. They believe in that old adage that 'imitation is the highest form of flattery' and therefore feel complimented by their competitors—while all along knowing that though others have used their name and practices—there is only one Discount Tire Center!

For many of us, our knowledge of tires begins and ends with the fact that they are black, round and have a hole in the middle. But the reality is



that tire technology has really gained traction in recent years. The professionals at Discount tires are acutely aware of this and that is why they research tire ratings exhaustively to ensure that they are equipped with the knowledge to best serve their customers. Rich sheds light on the subject in the following way: "The tires they are making today go way beyond what season it is or what type of vehicle you are driving. You can think of today's tires as multitaskers—responsible for transmitting the forces of grip, driving, steering and braking to the surface of the road."

Knowing that your automobile and your time are very important, Discount Tire can install a set of 4 tires on your vehicle in approximately 30 minutes. "We are proud to be Home of the 30-Minute Tire Exchange. We

want our customer's tire buying and maintenance experience to be as seamless and enjoyable as possible," says Rich. By providing speedy, excellent service coupled with the lowest prices in town, Discount Tire always strives to meet and surpass their customer's expectations.

When it comes to tires, routine maintenance is also extremely important. This includes proper inflation so your tires don't wear prematurely; regular rotation to ensure maximum longevity for your tires; proper alignment for enhanced performance, and other tried and tested techniques. As an added bonus, proper maintenance of your tires will also improve your gas mileage and most importantly!—provide optimal safety for you and your family.

Plus, when you purchase tires from Discount Tires, you will receive free mounting, balancing, valve stems and tire disposal. Moreover, they offer coupons and discounts on a regular basis as a way to say thank you to their customers. Rich says of his customers in this way: "We really value our customers, many of whom we know on a first name basis. We treat all of our customers like our own family members. We enjoy building longstanding relationships with them."

A commitment to serve the



needs of their customers and the community at large is perhaps most aptly illustrated by Discount Tire Center's insistence on opening their doors the morning after Super Storm Sandy hit our area: "We were ready for the storm and had all of our equipment operating on generators. We felt compelled to help and serve our community in its time of greatest need. By getting their vehicles back on the road, we took great pride in providing support and comfort for our neighbors in such a trying time," Rich recalls.

Discount Tire Center is also a full-service auto repair shop, offering a variety of automotive repair services, including preventative maintenance, brakes, shocks, exhaust systems, wheel alignments and more.

So come into Discount Tire Center for a quote on an automotive repair service, or schedule an appointment with them today! You can reach them at 732-270-6700 or via their website at [DiscountTireNJ.com](http://DiscountTireNJ.com). They are conveniently located at 1406 Route 37 East in Toms River next to the Taco Bell.



AS SEEN IN THE TOMS RIVER TIMES