

News Release

BRIDGESTONE
BRIDGESTONE AMERICAS, INC.
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For Immediate Release

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Tires Plus and Hibdon Tires Plus Launch First Refresh in Two Decades

- **Tires Plus and Hibdon Tires Plus are deploying new logos and updated brand campaigns online and at their nearly 400 U.S. store locations.**
- **The brand refresh reflects a growing emphasis on modernized, total car care.**
- **Tires Plus is part of the Bridgestone Retail Operations network with tire & automotive service centers in 22 states.**

NASHVILLE, Tenn. (March 27, 2024) – Today Bridgestone Retail Operations, a subsidiary of [Bridgestone Americas Inc.](#) (Bridgestone), announced a phased roll-out of new logos and refreshed brand campaigns for the Tires Plus and Hibdon Tires Plus brands. It marks their first major refresh since Bridgestone acquired the two companies in 2001.

Updates to the logo include a single-color tire mark, a simplified logo palette comprised of Tires Plus yellow, black, and red, and refined typefaces of both the Tires Plus name and Total Car Care subhead – all designed to better reflect the evolution of vehicle maintenance. An evolved brand campaign integrates 3D animation with more human-driven expressions and interactions to elicit empowerment and emotion.

“For nearly 50 years, Tires Plus and Hibdon Tires Plus has represented excellence in total car care, and this brand evolution is an exciting next step in our journey to provide the best service for today’s customer,” said Marko Ibrahim, president, BSRO. “We look forward to continuing to serve our communities with modern services, personalized solutions and as always, our Promise to Care.”

Today there are nearly 400 Tires Plus and Hibdon Tires Plus locations located in 22 states and employing more than 5,000 teammates as part of the Bridgestone Retail Operations network of tire & automotive service providers. Tires Plus and Hibdon Tires Plus locations offer total car care, from premium Bridgestone and Firestone tires, to repairs and maintenance services.

For store hours and more information, visit www.tiresplus.com/tires/

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 45,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

About Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn. and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

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