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## **HUNTERSVILLE-BASED AMERICAN TIRE DISTRIBUTORS OPENS REVOLUTIONARY MIXING CENTER IN DALLAS, TX**

**Charlotte, NC** (May 17, 2017) – American Tire Distributors, Inc. (ATD), the largest independent supplier of tires to the replacement tire market in North America, celebrated the opening of its 756,000-square-foot Alliance Regional Mixing Center in Roanoke, TX, near the Dallas/Fort Worth area on Tuesday, May 16, 2017. The center is part of the 18,000-acre master-planned, mixed-use AllianceTexas development managed by Hillwood Properties. The facility serves as ATD’s hub for the entire southern region, handling international imports and servicing more than 32 distribution centers throughout the southwest. The ATD Alliance Regional Mixing Center will add more than 70 new jobs to the area.

The grand opening included a ribbon-cutting ceremony and speeches from ATD CEO, Stuart Schuette and Roanoke Mayor, Carl “Scooter” Gierisch. An event highlight was the donation of 10 Hercules high performance tires to the Roanoke Fire Department for one of its ladder trucks. Representatives of the fire department were on hand with the ladder truck to accept the donation. Tours of the mixing center were provided.

“The Alliance Regional Mixing Center rounds out our existing presence on the East and West coasts and in the Midwest,” said David Dickey, Chief Supply Chain Officer. “It enhances our customer service by enabling us to deliver tires in two days or less to 88 percent of our distribution centers. This ability to combine and expedite inventory to distribution centers affords customers the best possible selection of products for sale and service. The facility also increases our network capacity to support our growth initiatives.”

The Alliance Regional Mixing Center is ATD's fourth in the nation. It will replenish tires for 32 of the company's 140 distribution centers throughout the US and Canada. In order to efficiently serve these distribution centers, the ATD Alliance Regional Mixing Center has the capacity to house up to 950,000 tires.

ATD's Alliance Regional Mixing Center was renovated to maximize the employee experience and to leverage its storage capacity. Team members have state-of-the-art break rooms that includes a locker room with showers. Posters and banners, displayed throughout the center, have employee photos and memorable messaging that fosters safety and instills a sense of pride among the team.

Alliance Gateway is an ideal location for ATD because of the access to land and rail transportation, as well as the competitive tax structure in Roanoke and Denton County. In addition to the transportation options, ATD's Alliance Regional Mixing Center is the first to be located within a U.S. Foreign Trade Zone (FTZ). Locating within an FTZ enables ATD to contain costs to only the inventory that is being removed and shipped to its U.S. distribution centers, making it a cost-efficient option.

Nationally, ATD serves customers with more than 10 million square feet of inventory supported by a rapid-delivery network, a field of dedicated sales specialists, an industry-leading technology platform, state-of-the-art logistics and a variety of marketing support programs – all combining to help tire and automotive service retailers succeed in an increasingly competitive marketplace.

**ATD (American Tire Distributors, Inc.)** is one of the largest independent suppliers of tires to the replacement tire market. The Company operates more than 140 Distribution Centers, serving approximately 70,000 customers across the North America. The Company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to customers in the tire and automotive industry. Headquartered in Huntersville, North Carolina, American Tire Distributors, Inc., and its affiliates, employ more than 5,000 employees across the United States and Canada. Learn more at [www.atd-us.com](http://www.atd-us.com).

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