



FOR IMMEDIATE RELEASE

TRUSTED NAME IN TIRES CHANGES LOOK BUT MAINTAINS SOLID FOCUS ON CUSTOMER NEEDS.

Sault Ste. Marie, July 2010 – A familiar brand in Northern Ontario for nearly 30 years gets a facelift. Keep your eyes peeled as the area's tire service leader; Royal Tire unveils its new logo.

In a crowded marketplace, businesses need to seek more effective ways of standing out. Royal Tire is a brand you can trust, a brand you can rely on and a brand that will provide you quality products and services.

Our focus is about showing that the company offers top quality products and services. An image change is being created in partnership with 30-year marketing veterans, Torbay Palumbi.

You'll see our newly branded company logo on signs and hear new commercials on the radio. As a Royal Tire customer, you can still rely on a trusted name in the local community.

"How we are perceived is directly related to our look" says Royal Tire Representative, John Howard. "If customers don't remember you, they won't use you, it's just that simple."

At Royal Tire, the timing was right for us to spruce up our image.

We welcome your comments as we continue to find ways to serve our customers better.

For more information visit www.royaltire.ca

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Sudbury
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Sudbury
450 Second Ave.
Ontario, P3B 4A4
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Timmins
2090 Riverside Dr.
Ontario, P4R 0A2
705-267-8473

Huntsville
1-104 Lindgren Rd.
Ontario, P1H 1Y2
705-789-7276

New Liskeard
100 Craven Cres.
Ontario, P0J 1P0
705-647-5500

Wawa
70 Pinewood Dr.
Ontario, P0S 1K0
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Marathon
1 Industrial Crt.
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