



Growth



By: Patti Piscione, Owner, Carter Tire Sales & Service

"It all began on a wing and a prayer," my mother would say. In 1980 my father, Floyd Carter, found himself displaced from work when Montgomery Ward discontinued its Truck Tire Sales and Service division. Uncertain of the outcome, my parents stepped out in faith and decided to start their own tire business, Carter Tire Sales & Service. Equipped with merely tire changing bars and a strawberry crate filled with patches and glue, my father took off in his Ford to provide for the tire needs of many of those he had previously serviced.

With humble beginnings, personal integrity, and quality customer service as the core foundation, my father built a business with a solid reputation. When he was ready to retire in 1999, I was honored to receive the baton and keep the business open, maintaining the same values on which it had been built.

In its early years, Carter Tire Sales & Service primarily provided tire sales and repairs to the trucking industry, in addition to a 24-hour roadside service which is still a large part of today's provided service. In the past 10 years we have expanded to include a retail store which sells tires and wheels for passenger cars and light trucks. In addition to expanding our office space and enhancing our showroom, our growth plan for 2012 includes adding a full-time mechanic to service customer needs of alignments, brakes, struts and oil changes.

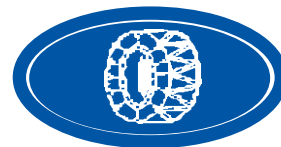
It is our belief that growth entails more than the numbers on the bottom line of an income statement. It encompasses sales, employee development, customer and vendor partnerships, and community support. We have been fortunate to experience growth in all of these areas, due in part to the firm foundation upon which the business has been built, and to the resilient community in which we operate.

Despite this time of economic recession, Carter Tire saw an overall increase in sales which was 13% above any previous year. This growth is attributed to our employees, who are committed to deliver customer service, and to the relationships we have developed with our customers and vendors over the years.

Community support is a very important aspect to our business. With pleasure, Carter Tire proudly hosts the ever-popular annual auto show in May. This event has grown from 15 entries in 2005 to a high of 136 entries. It is a privilege to give back to our community, providing food and drinks for the attendees, enjoyable activities for children like face painting and balloons, door prizes

sponsored by several local businesses, and a 50/50 drawing. Carter Tire's half of the 50/50 and all contributions received during the event are donated to the National Kidney Foundation. In November & December we have a free tire rotation program in exchange for a food donation to help support the needs of our local Salvation Army.

Carter Tire Sales and Service is honored to have been named Business of the Month by the Greater Elkhart Chamber of Commerce in 2011. We continue to work diligently to be a part of the growth and beautification of the north side of Elkhart, and to be a business that our customers can trust for generations to come. We are blessed to be a part of this community and are thankful for the loyal support of our customers.



Carter Tire Sales & Service 24 Hour Road Service (574) 264-7036

SALES

- COMMERCIAL VEHICLES
- LIGHT TRUCKS
- PASSENGER VEHICLES
- FORKLIFTS
- FARM IMPLEMENTS
- LAWN & GARDEN
- NEW/USED/RECAPS

SERVICES

- 24-HOUR ROAD SERVICE
- 365 DAYS A YEAR
- PROMPT DISPATCHING
- CERTIFIED TIRE TECHNICIANS
- TOLL-FREE SERVICE
- FLEET INSPECTIONS



Carter Tire - Any time, Anywhere!

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