

Economic Engines Honoree

Category: Products

**DISCOUNT
TIRE**

Discount Tire Company

www.discounttire.com



Photos: Discount Tire Company



There are now more than 700 Discount Tire stores across the country

Bruce T. Halle is the founder of Discount Tire Company, the world's largest independent tire and wheel retailer. Halle opened the first Discount Tire in Ann Arbor, Mich., and overcame incredible odds to develop his unique business venture. He grew the company from a one-man production to a nationally successful chain.

The company now operates more than 700 stores in more than 21 states, including 65 stores employing 1,700 workers in Arizona. He opened his first Arizona location in 1970, eventually moving the company's headquarters to Scottsdale. The expansion to Arizona has played a significant role in the state's

The company surpassed \$2 billion in revenue in 2005, and has served more than 40 million customers.

economy. The Arizona locations provide jobs to residents that range from entry-level tire technicians to upper management.

Since its inception in 1960, Discount Tire has successfully increased sales in each of the past 46 years. The company surpassed \$2 billion in revenue in 2005, and has served more than 40 million customers. The success doesn't end there. Discount Tire is expected to open 55 new locations this year.

Halle has been a visionary leader of the brand, nurturing the company with plans for long-term development. Employees of Discount Tire receive excellent benefits, as well as the prospect for advancement within the company. The company provides training modules to all workers and promotes mostly from within.

Halle is also active in the community, supporting several charitable causes through the Bruce T. Halle Foundation.

Discount Tire is a company that is constantly growing, and Halle sparked it all with his bold decision to start a business, carrying on with endless energy even in tough times.

With a simple motto, "Be fair, be truthful, work hard, be there on time, and help people," Halle has led Discount Tire to great success, profoundly and positively affecting Arizona's economy.



Bruce T. Halle began the company in 1960.

Year Established

1960

AZ Employees

1,694

