

FOR IMMEDIATE RELEASE

What's new for fall at OK Tire

Company reveals latest offerings in services and products to meet market demands

VANCOUVER – September 27, 2019 – With the arrival of fall, OK Tire is gearing up in preparation for the colder months. A round-up of new programs and products positions them as leaders in the industry as autumn rolls in.

In business for over 65 years, OK Tire has not only established itself as a reliable and trustworthy organization but is constantly evolving and changing to meet its customers' needs.

"Diversifying our offerings and listening to our customers is part of how we've stayed strong as a business," says Tony Beck, Vice President of OK Tire Logistics & Distribution. "Our ability to adapt with demands helps us remain a leader in automotive service."

This fall OK Tire is introducing five exciting additions:

Retail Financing Program

Fully launching in the fall, OK Tire is making getting the services, repairs, tires and accessories you need even easier with its [retail financing program](#). Offering no interest and no payments, flexible terms and affordable payments financing has never been easier. Applying is simple with three steps: 1) Apply in-store with a valid driver's license 2) Fill out a quick application 3) Get approved instantly. Financing is available for all kinds of credit and is provided by Pay360.

National Warranty Program

OK Tire has also got you covered with its [North American Warranty Program](#). When your vehicle is serviced at any OK Tire store across Canada, the 12 months/20,000 km North American warranty program (even in the U.S.) is there for you. In the unlikely event that something unexpected occurs, customers can just call the helpline and they will direct you to the closest authorized repair facility anywhere in North America.

New Exclusive Wheel Designs

In partnership with The Wheel Group, OK Tire is happy to announce three new exclusive winter wheel designs from Mazzi & Mayhem. The new Graphite, Gloss Black and Matte Black finishes provide even more choices for drivers looking to [personalize their vehicle](#). These new designs offer excellent value and a sleek new look for your ride this coming winter. Need a little help? Ask a service advisor at your local OK Tire store about exclusive wheel and tire packages, also available through OK Tire's retail financing program, to help you get the wheels and tires you need now while offering the option of paying later*.



Honestly driven.



Toujours la bonne conduite.

Gislaved Tires

[Gislaved Nord*Frost 200](#) winter studded and studdable tires will be exclusively available at OK Tire this fall. An innovative solution to winter driving, these tires have been tested in the most severe Nordic conditions to handle everything a Canadian winter can throw at you. These tires are available for Passenger, Light-Truck and SUV vehicles and incorporate the latest technologies to deliver only the highest standard to Canadian drivers. A leading top tier tire in the European market, Gislaved has established itself as a reliable, durable and quality brand.

More Than Tires

OK Tire goes beyond tires, with accessories to make driving smoother and more enjoyable. For tough winter driving, [AutoSock](#) will be available at OK Tire stores across Canada just in time for fall. Acting as extra grip support for icy roads, the AutoSock is a textile “sock” for pulling over the tires of any vehicle instead of struggling with bulky, dirty chains. The AutoSock is a must-have item for any driver’s emergency kit, increasing safety and handling for those tough Canadian winters. For peace of mind this winter, drivers can check out and purchase the AutoSock at any local OK Tire shop.

OK Tire also goes beyond the traditional sedan vehicle, with options for trucks and SUVs. An existing partnership with [Lund International](#) provides OK Tire customers with access to all the car, SUV and truck accessories they need to make driving a breeze. Options like nerf bars and Tonneau covers will keep Canadians driving through the winter with ease.

For more information on OK Tire, visit <https://www.oktire.com>

*OAC, price may vary by location, conditions apply, participating locations only, see store for details.

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About OK Tire

[OK Tire](#) is the largest independent tire and auto service retailer in Canada and the fourth largest in North America. It has been part of the Canadian landscape since 1953. There are over 300 independently owned and operated OK Tire locations across the country. Each franchise location is unique within its geographical area, tailoring its offerings to meet customers’ needs, and covering everything from the front bumper to the back. www.oktire.com

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