

BRUCE'S TIRE CASE STUDY

Bruce's Tire has been acquired by Sun Auto Tire & Service, Inc.



PROCESS & OVERVIEW

Bruce's Tire & Auto Service a Fremont, California-based multi-location tire and service chain, has been acquired by Sun Auto Tire & Service, Inc. a leading provider of auto repair, maintenance, and tire services. For over 80 years, Bruce's Tire has provided high-quality tire and auto repairs to its lifelong customers in the San Francisco Bay Area.

The challenge in this instance was that about half of Bruce's Tire revenue was derived from business fleets for landscapers, delivery companies, plumbing companies and the like. Many acquirers wrongly consider this to be 'commercial business' and not 'retail'. By showing that profit margins were as high as retail, customer retention was better and marketing costs were lower, FOCUS was able to convince Sun Auto that Bruce's Tire was the right platform to expand into the Northern California market.

This acquisition expands Sun Auto to more than 350 locations.



100+ Targeted Outreach



Multiple Offers



90 Days Due Diligence

TRANSACTION RESULTS

Acquisition opportunities are a huge part of Sun Auto's growth strategy. Bruce's Tire is a successful brand which will help strengthen its identity as a reliable company in automotive care.

ADDITIONAL INFORMATION

FOCUS Investment Banking offers an investment banking process designed to deliver great outcomes to clients embarking on the most important and complex transactions of their lives.

To learn more about our Automotive Aftermarket investment banking services or to discuss your specific situation with no obligation please feel free to call:

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We are happy to share our knowledge and help you understand your options. All conversations are strictly confidential.

AT A GLANCE

Bruce's Tire & Auto Service

- Based in San Francisco Bay Area
- 7 locations
- Family owned and operated for over 80 years
- High volume tire & service retailer

Sell-Side Transaction Info

EBITDA & Revenue are not disclosed

TESTIMONIALS

"We've known the team at FOCUS for some time, as they have represented some of our best friends in the tire business with their exits. It was an easy decision to hire them when we made the decision to sell."

Richard Howard

Bruce's Tire, General Manager and VP

"Acquisition opportunities are the cornerstone of our growth strategy, and we take pride in partnering with successful brands that help to strengthen our identity as the most reliable company in automotive care. We believe in the value of each acquisition and understand the strong history that accompanies them. Leveraging the power of local brands like Bruce's Tire and retaining their employees, combined with investing in systems and bringing purchasing power, we add to their success and their local reputations."

Chris Garman

Sun Auto, VP of Business Development