



LBTC Holdings, LLC
701 Queen Street
Honolulu, HI 96813
(808) 536-9381
(808) 545-2763 fax

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Contact: Scott Williams
Executive Director
scottwilliams@lexbrodies.com

**Doing Business with Aloha sets an International Business Model for Service
LEX BRODIE'S VOTED THE #1 TOP SHOP IN NORTH AMERICA ON 10/31/2016
IN VEGAS AT THE SEMA SHOW**

Lex Brodie's Tire, Brake & Service Company; founded in Hawaii in 1961, was chosen the #1 Top Shop in North America at the 2016 Tire Industry Awards Ceremony held in Las Vegas on 10/31/2016.

Lex Brodie's was chosen as the Best of the Best in North America and was chosen from over 150 entries.

Now in its tenth year, the Tire Review Award, seeks to honor the "best of the best" independent tire dealers. Lex Brodie's Leadership accepted this prestigious honor at the Tire Industry Association's Tire Industry Honors Awards Ceremony in Las Vegas Monday night.

Based in Honolulu with five location, Lex Brodie's has been locally, nationally and internationally recognized for its commitment to the community and exceptional level of customer service. Lex Brodie's and it's team of long time employees, have built upon the foundation left by their legendary founder who left the company over 25 years ago when he retired in 1991.

Winning the Top Shop honors was well received by the Lex Brodie's Team after placing as a finalist for the award in 2008 and 2013 (Finalist are chosen as one of the top four tire companies in North America).

"This recognition validates all our efforts to work to become the best in class," said David Sands (Company CEO & President) about the importance of being named the best independent tire dealer in North America, but apparently it won't stop there. "We'll use this award as a springboard to continue to improve and innovate. We also hope this will show our customers, and potential customers, that what we are doing on Oahu is considered the best nationally – thus no reason to go elsewhere!

Thank You... Very Much!" He adds.

The Lex Brodie's Team's dedication toward superior customer service and ethics has also been recognized with International BBB Award for Excellence in Customer Care (2011 awarded in Washington DC), as a 2 time Hawaii Torch Award winner (rewards for Trust and Ethics in business 1994 & 2010), the Tire Business Humanitarian Award (2011) and Lex Brodie's has been voted Hawaii's Best for Tires and Auto Service & Repair for 8 years in a row.

"The Team at Lex Brodie's would like to give a heartfelt "Thank You... Very Much!" for the Ohana's of Hawaii for allowing Lex Brodie's to serve them, and our community, over the years and helping them earn this amazing recognition for Hawaii," states Scott Williams (executive Director of Marketing, Branding & Communications) "These local, national and international award recognitions are nice, but our most valued award is when customers chose us to serve them and when they return and allow us to serve them again when we can be of service".