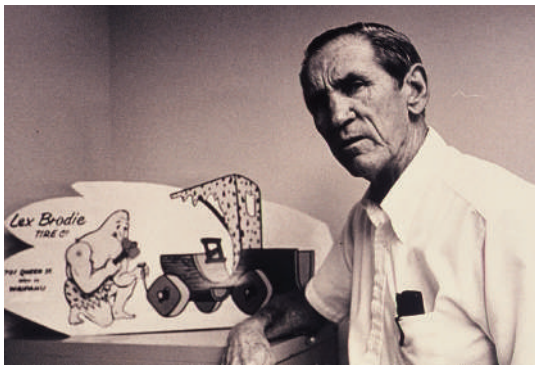




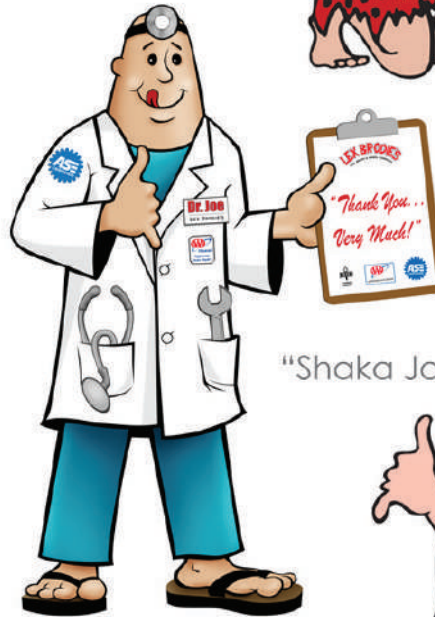
LEX BRODIE'S TIRE, BRAKE & SERVICE COMPANY



The
EVOLUTION
of **Little Joe**
A LOCAL ICON

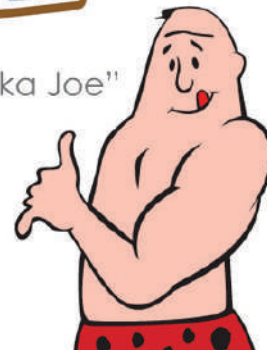


"Original Joe"



"Dr. Joe"

"Shaka Joe"



Left to right: Lex in the early 1960s with the original Little Joe sign. Little Joe, like Lex Brodie's Tire Company, has evolved over 50 years. From tires to being like the "Family Doctor" for your car; tires, brakes, alignment and most other auto services and repairs.

Having departed a 20 year career in the pineapple industry, Alexander "Lex" Brodie went into business for himself by opening a new Chevron service station in Kaneohe in 1958. Tire sales proved to be a winner, so he decided to specialize, and soon created Lex Brodie's Tire Company (LBTC) in 1961. Realizing the market was in Honolulu, he opened a dedicated tire store in 1964 at 701 Queen Street and departed the Chevron dealership on the Windward side. Lex's success is legendary!

In 1991, Lex decided to sell the company and retire. It continued to operate with Lex's highest service standards and in 1994, the company received the Hawaii BBB Holomua Award. In 1998, a Bank of Hawaii survey reported LBTC as having the best service of any business in Hawaii.

Lex successfully passed on a legacy of the highest level of customer service. In the early 2000s, the company faced tough business obstacles, however, the LBTC team simply stuck to their age-old standards emphasized by Lex to: "Take care of the customers, take care of the employees, take care of the community and your company will succeed," and succeed it has. In 2006, a new ownership group acquired the company and reaffirmed the company's commitment to Lex's standards. They were the first company in Hawaii to become an AAA Approved Auto repair facility and has



repeatedly been voted as Hawaii's Best, Best of the Best, and Best of Honolulu.

Lex's company has continued to grow and improve long after his retirement. With the right company mission statement and standards, along with management and staff dedicated to preserving and improving those standards, a company should improve over time—which is exactly what LBTC has done. 2009 was the company's most successful year in its long history in terms of sales and profit—that is, until 2010 proved to be even better! In 2010 LBTC was awarded the BBB

701 Queen Street, Honolulu, HI 96813
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Hawaii Torch Award for mid-sized business.

LBTC views itself as a service company first, then a tire and auto service and repair company second. "We are dedicated to making our customers' day better and supporting the community." LBTC proudly supports the Institute of Human Services (IHS), Oahu's largest homeless shelter, and sponsors GreenFleetHawaii.com, plus the "Above and Beyond Award," the "Thank You... Very Much!" Award, Earn and Learn Recycling Program, and other community opportunities.

"Thank You... Very Much!"