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PUBLISHED ON FEBRUARY 21, 2014

Atlantic Tire wins BBB Torch Award

Tire Business Staff Report

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CARY, N.C. (Feb. 21, 2014) — Atlantic Tire & Service picked up the 2013 Better Business Bureau (BBB) of Eastern North Carolina Torch Award in the large business category.

Atlantic Tire said the award—presented at the bureau’s annual meeting on Feb. 19—recognizes trustworthy business practices, ethical marketing and management practices, positive community relations and solid industry reputation. Entries for the award

were evaluated by an independent panel of judges who represent business communities in Eastern North Carolina.



Atlantic Tire said it was recognized for its long-standing commitment to customer service and ethical management, along with its dedication to community service and giving back.

“We are so honored to receive this award. This recognition truly speaks to our team’s dedication to creating an ethically organized and customer-service-oriented business,” said Anthony Blackman, president of Atlantic Tire & Service.

“Our hard work has paid off, and we look forward to continuing to serve the community.”

The dealership has won various awards in recent years, including the Blue Seal of Excellence Award; the Cary Chamber’s Employer of the Year Award; Business of the Year

Award and Community Service Award; the Morrisville Chamber’s Business of the Year Award; Cary News’ “Best Place for Automotive Repair;” and Cary Magazine’s Maggy Award for “Best Mechanic in Western Wake.”

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