

# Business Brief: Atlantic Tire Wins BBB Torch Award

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Cary, NC — On February 19, 2014 Anthony Blackman of Atlantic Tire and Service received the Better Business Bureau's 2013 Torch Award for Marketplace Ethics. The awards took place at Prestonwood Country Club.

These awards are given annually for companies that display integrity and trustworthy business practices, ethical marketing and management practices, and positive community relations. Atlantic Tire was also commended for their outstanding involvement in community service for the numerous events and causes that they support throughout the year.

According to Mallory Wojciechowski, Communication Specialist for the Better Business Bureau,

*Businesses can be nominated by other businesses/consumers, or they can nominate themselves. They are then required to submit an entry to be judged. ... BBB Torch Award entries were evaluated by an independent panel of judges comprised of volunteer business and community leaders in eastern North Carolina.*

Atlantic Tire and Service is a family owned business that has expanded to three service centers. The first branch was opened December 1998 on NW Maynard Rd in Cary . Seven years later, in 2005, they added an additional location in Durham on Miami Boulevard. A third location in Raleigh opened shop in 2009 on Glenwood Avenue.

As a valued member of our community Atlantic Tire and Owner Anthony Blackman have received numerous other awards. These include:

- **Tire Review's Top 20 Tire Dealers** – in 2007, named one of Tire Review's Top 20 Tire Dealers in North America as part of the publication's Top Shop Awards.
- **Blue Seal of Excellence** – awarded by the National Institute for Automotive Excellence to recognize a commitment to customer service. Atlantic Tire & Service was the first vehicle-repair facility to earn this award in Cary.
- **Awards from Cary Chamber** – honored with 2013 Small Business of the Year Award, 2001 and 2008 Community Service Awards, 2008 Small Business Awards, 2006 Citizen of the Year Award, and 2004 Employer of the Year Award.

Good Job!

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