

FOUNDER

Bruce T. Halle founded DISCOUNT TIRE with little more than faith and belief in himself. Halle is the visionary responsible for building what is today the largest independent tire retailer in the world.

In 1960, Bruce opened the first Discount Tire store in Ann Arbor, Michigan. With a loan from a friend, he purchased his inventory, which consisted of six tires. Halle could not afford an air compressor, so he would have to run to a nearby gas station to fill his portable air tank. In the beginning, he was the company's purchasing agent, salesperson, service technician, accountant, janitor and sign painter. If a job needed doing, Bruce Halle was the man for the job.

Committed to growing responsibly, the company added new store locations, expanded into new states, and today has become the largest tire and wheel retailer in the U.S. Bruce's core values still guide Discount Tire operations today: "Treat customers and fellow employees with respect and fairness. Care for those in need, always do what is right, work hard, be responsible, and have fun."

Bruce believes it is important to give back to the communities where customers and employees reside, and under his leadership, Discount Tire has developed an extensive corporate giving program.

Halle has received many honors, including the Horatio Alger Award from the Horatio Alger Association of Distinguished Americans, Golden Plate Award from the American Academy of Achievement, Founders Award from the Hugh O'Brian Youth Foundation, Tire Dealer of the Year, Outstanding Business Leader from Northwood University, Honorary Doctorate from Eastern Michigan University and Entrepreneur of the Year Award from Arizona State University. Bruce and his wife Diane have received such prestigious awards as the Distinguished Citizen's Award from the Arizona Cancer Center, the Jerry J. Wisotsky Torch of Liberty Award from the Anti-Defamation League, Spirit of the Children Award from Childhelp USA, and Campaign for Leadership Award from Arizona State University, among many others.

For more information, see Bruce Halle's biography, *Six Tires, No Plan* by Michael Rosenbaum



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