

# Kenda partners with Max Finkelstein

April 22, 2015



Kenda USA has appointed Max Finkelstein Inc. (MFi) its sole distributor for Kenda's full line of passenger car and light truck tires throughout the northeastern United States, extending from Maryland to Maine.

As a Kenda distributor, MFi also will hold rights to distribute Kenda specialty and trailer tires in its markets.

"MFi has a great history of partnering with its retailers and will be able to maximize the unique value which Kenda offers in passenger, light truck and specialty products," says Brandon Stotsenburg, Kenda's director of business development.

MFi also will be offering the Kenda Traction Associate Dealer Program to its dealer network. Kenda Traction offers cash and co-op to those dealers who meet quarterly units purchased from an authorized Kenda distributor.

Max Finkelstein Inc. is a 96-year-old, fourth-generation family owned and operated business. Based in New York City, its service area is the Northeast United States and covers 12 states from Maryland to Maine. Its 12 distribution centers (and more than 1.2 million square feet of warehouse space) services more than 5,000 customers. For more information, visit [www.maxfinkelstein.com](http://www.maxfinkelstein.com).

American Kenda Rubber Industrial Co. Ltd., which does business as Kenda USA, is headquartered in Reynoldsburg, Ohio. For more information on Kenda and its products, visit [www.kendatire.com](http://www.kendatire.com).