

PUBLISHED ON NOVEMBER 27, 2018 @ 5:05PM EST

Finkelstein adding Bridgestone brands to its product portfolio *(Updated)*

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ASTORIA, N.Y. — Max Finkelstein Inc. (MFI) is adding Bridgestone-, Firestone- and Fuzion-brand passenger and light truck tires to its product portfolio, starting Dec. 1, Bridgestone Americas Inc. confirmed recently.

Adding Max Finkelstein will strengthen the distribution footprint for the Bridgestone brands in the U.S. Northeast and Mid-Atlantic, according to Brad Booth, vice president of consumer replacement tire sales, U.S. and Canada, Bridgestone Americas Tire Operations.

With this deal in place, Bridgestone will end distribution agreements in January with **Future Tire Inc.** of Old Bethpage, N.Y., and **Reliable Tire Co.** of Blackwood, N.J.

The deal with Bridgestone also calls for MFI to administer Bridgestone's affiliated dealer programs for dealers in the coverage area, MFI confirmed.

MFI anticipates being able to absorb the increased business by its current excess capacity plus additional employee/equipment resources as needed, market by market, a spokesman

said.

Max Finkelstein President and CEO Ira Silver said adding the Bridgestone lines "enhances our ability to compete more effectively in the market by providing a broader assortment to our customers."

The deal comes seven months after Bridgestone Americas combined its Tire Wholesale Warehouse (TWW) business with Goodyear's wholesale distribution assets to form **TireHub L.L.C.** and four months after Bridgestone ceased distributing consumer tires through **American Tire Distributors Inc.**

Bridgestone said this deal reflects a distribution strategy focused on improving service to consumers by prioritizing distribution partners that prioritize our products and brands. The formation of TireHub was not a factor in this decision.

This is the second product range addition this year by Finkelstein, which traditionally has been known as a Goodyear-affiliated distributor. In August, the company added **Falken- and Ohtsu-**brand passenger and light truck tires to the products it distributes throughout the Mid-Atlantic and Northeast U.S. in a deal with Falken Tire Corp.

Finkelstein also handles Goodyear's Dunlop and Kelly consumer and commercial brands as well as the Carlisle, Kenda, Kumho and Pirelli brands and a wide range of private label consumer, commercial, OTR, and specialty products.

Max Finkelstein services customers from 15 distribution centers in 13 states from stretching from Virginia to Maine. The company operates 180 delivery trucks.

The company, which will mark its centennial in 2019, also is an administrator the Goodyear G3X, Pirelli FasTrack, Kumho Premium Fuel and Kenda Traction Associate Dealer programs.

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