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Midtown Tire relocates to Rochester suburb of Henrietta

Larger facility better accommodates an extensive inventory of tires, central location enables better customer service

With its recent move to a larger warehouse and distribution facility, Midtown Tire, Inc. has positioned itself logistically and strategically to meet the future demands of its customers in the Rochester, New York area and throughout upstate and western New York.

The move to 1771 Brighton Henrietta Town Line Road (the former BJ's Warehouse) gives the wholesale tire distributor 105,000 square feet, a 66% increase in space over the 63,000 square feet at its former location on York Street in the city.

Midtown Tire, Inc. is a wholesale distributor for Bridgestone, Firestone, Dayton, Fuzion, Toyo, Nokian, Delta and Hercules tires as well as a complete line of farm, truck & trailer, lawn & garden tires and tubes. With additional distribution centers in Syracuse and Buffalo, Midtown Tire services independent tire dealers, retail auto dealers, gas stations, collision shops and repair shops throughout upstate and western New York and into Pennsylvania. The company has experienced sales growth of 67% since 2005, and employs 50 in Rochester. Employment is expected to remain stable.

The building was purchased in July 2008 and the move of inventory, equipment and administrative offices took place in February of 2009.

“The larger space helps us better accommodate our very extensive inventory of tires and enables our staff to find them and ship them quickly and easily,” says Midtown Tire president Tony Sagona.

In addition, the new location places Midtown Tire closer to the row of new car dealers and repair shops along West Henrietta Road. “In tire distribution, it’s desirable to have a central location close to a large number of customers,” says Sagona. “But the new Henrietta location and its proximity to the New York State Thruway and to major local highways and expressways makes it easier for us to service customers throughout all of upstate New York.”

Its extensive inventory of close to 2,000 tire sizes has positioned Midtown Tire as the “go to” distributor for some highly unusual and exotic tire sizes as well as tires that fit every domestic and import car. Midtown is also a Bridgestone “certified run-flat” distributor.

Midtown Tire was founded in Rochester in 1962. Tony Sagona assumed ownership in 1983.

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