

Dealer Spotlight

Let us hear from you. If you would like to highlight a dealer or yourself for a Dealer Spotlight in a future issue of *inRoads*, please contact Susan Sizemore at (615) 937-1417.

This new feature offers shining examples of those dealers who are making a difference in their home communities. We have a strong dealer network and are eager to help you tell your story!

The Passionate Les Garrett Goes the Extra Mile

At Bridgestone Americas, we have a "Passion for Excellence." Les Garrett, a dealer in Northwest Arkansas, also has a passion for excellence and performance, and uses this passion as an opportunity to educate customers about the importance of tires to vehicle performance and safety.

When a new customer enters Garrett Tire & Auto in Fayetteville, Ark., Garrett shows a computer presentation he developed to demonstrate how racing drives the tire business and how tire technology used on the race track eventually makes its way into the tires consumers use every day.

"Tires are not simply round black objects," said Garrett. "These are sophisticated products which perform incredibly well despite the grueling conditions they must endure, such as heat, cold, wet, overloading, under-inflation and contact with varied on-road and off-road surfaces."

Garrett also goes beyond his dealer showroom to share his tire expertise in his home community by teaching tire and vehicle education classes at the Jones

Center, an indoor recreation/arts and community center in Fayetteville.

Garrett's business philosophy is admirable. "Our mission statement is very simple," said Garrett, a member of Bridgestone Firestone's TireStarz program. "First and foremost, you will be a person of integrity. Second, you fix it right the first time. Third, you make a profit."



Garrett stands proudly outside his successful business where he strives to provide an exceptional experience for employees as well as customers.

Garrett also works to empower and encourage camaraderie among his team. Daily, he closes his store at noon so employees can have a lunch break and play a friendly game of Hearts. His focus on team building and creating a positive work environment has helped his business keep experienced people and also has helped him build a large and loyal customer base.

Bench strength is also a key focus for Garrett in building and maintaining his business. In fact, he attended BFNT's seminar on Successful Succession Planning to gather information and formulate a stronger game plan to prepare his business for the next generation.

"Whether I sell to an employee or to someone else, I am eager to be sure my retirement planning and the succession of my business are solid," said Garrett. "This program helped me focus on areas that I had not necessarily considered."

It's hard to imagine someone with so much passion and drive ever retiring, but Garrett is just as determined about his retirement plans as he is about his business. He intends to travel around the United States in an RV. Keep up the good work!



Les Garrett shares his passion for motorsports with a customer.