

Good Tire Stays Family-Owned in a Changing Industry.

For more than 20 years, Good Tire has remained family-run and independent, earning 1,100+ five-star Google reviews from Calgary drivers.

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The Canadian tire retail industry looks very different today than it did when Good Tire opened its doors in 2005.

Large national chains account for a significant share of Canada's tire-dealer revenue. Their size brings corporate buying power, large advertising budgets and operations across multiple markets.



The new Good Tire location

Good Tire has taken a local approach for more than 20 years. The family-owned Calgary tire shop has earned more than 1,100 five-star Google reviews from local drivers.

“

We set out to be the shop that people trust. We always tell our customers the truth about what their car actually needs, even if that means telling them they don't need anything at all.”

AJ

FROM FATHER TO SON

Good Tire grew from a father teaching his son the business one tire, one repair and one customer at a time. Neither knew exactly what the shop would become. More than two decades later, that same approach still shapes how Good Tire operates. The team has grown, but the family connection remains.

That continuity has become less common as the tire industry has grown and changed. Independent shops now compete alongside large national chains with significant buying power and locations across the country.

Good Tire has chosen to stay locally owned and operated. According to the company, the same principle continues to guide the business today. Get to know the customer, understand their vehicle and provide service that keeps them coming back.

AN INDUSTRY BUILT ON SCALE

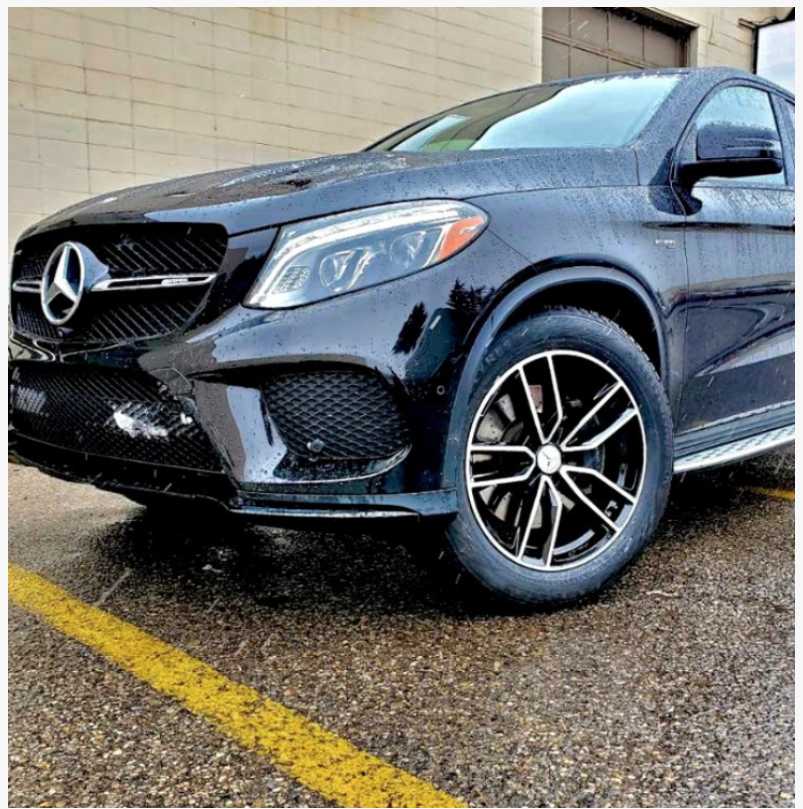
Canada's tire industry has changed considerably over the past two decades. Today, large national franchises and corporate chains account for a significant share of industry revenue. Independent tire shops have had to find their own way to compete, often through strong customer relationships and a trusted local reputation.

Good Tire has followed that approach. The shop remains focused on its Calgary market and continues to be family-owned and operated. As the industry has grown increasingly corporate, Good Tire has stayed local and independent.

WHAT KEEPS CALGARY DRIVERS COMING BACK

Good Tire credits its customer retention to a straightforward approach to service. The shop is open seven days a week from 9 a.m. to 7 p.m., and customers can visit without an appointment.

Its certified technicians focus on diagnosing problems and clearly explaining what a vehicle needs. This gives customers the information they need to make decisions about their tires and repairs.



Another happy customer from Good Tire.



Just some of the many tires available at Good Tire in Calgary.

Good Tire has also developed its own standards for selling used tires. Each tire is inspected for tread depth and structural integrity before it is offered for sale. The team's rules are simple. They won't sell a used tire they wouldn't put on their own vehicle.

The shop also buys used tires directly from customers and provides free on-the-spot appraisals. Customers receive complimentary road hazard protection for tire damage caused by potholes and road debris.

"We set out to be the shop that people trust," said AJ from Good Tire. "We always tell our customers the truth about what their car actually needs, even if that means telling them they don't need anything at all."

NEW ADDRESS, SAME PHILOSOPHY

Earlier this year, Good Tire moved to a new location just across the street from its previous shop. They're now at 2125 52 St SE in Calgary. The move kept the business close to its roots while giving the team a new space to continue serving its customers.

Good Tire continues to carry new and used tires from major brands, including Michelin, Bridgestone, Firestone, Goodyear, Cooper, Toyo and Hankook. The shop also offers custom and replica wheels, on-site financing and a range of tire and automotive services.

The new location marks another chapter for a family business that has spent more than 20 years in Calgary. Good Tire has grown and changed over the years, while its focus on staying local and independent has remained the same.

"Every time we've had a choice to cut a corner to grow faster, we didn't take it. That's probably why we're still here, and why people who walked in twenty years ago are still walking in today. Sometimes with their kids' cars now!" said AJ at Good Tire.

STAYING INDEPENDENT IN A CONSOLIDATING MARKET

Good Tire shares a challenge faced by many independent automotive shops across Canada. The industry has become increasingly consolidated, but the company has continued to focus on its local customer base and the relationships built over the years.

Good Tire has now earned more than 1,100 five-star Google reviews from Calgary customers. Those reviews reflect years of tire changes, repairs and conversations with people who continue to return to the shop. This milestone reflects the personal relationships that have helped the family business grow for more than two decades.

Learn more about Good Tire and its family-run tire shop in Calgary.

AJ
Good Tire

+1 403-453-2008

info@goodtire.ca

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