



Kmart Tyre & Auto Service invests \$25m into rebranding overhaul

November 2011: [Kmart Tyre & Auto Service](#), a division of Kmart Australia Ltd, is investing \$25 million into the revitalisation of the brand.

The Tyre & Auto giant worked with [Davidson Branding](#) on the campaign, which is focused on refreshing and reinvigorating the brand to create a cleaner and more streamlined look.

The investment will see over 250 Kmart Tyre & Auto Service stores refurbished and reimaged over the next 12 months. The refurbishment of the existing stores includes new branding and signage as well as interior and exterior upgrades and updates to all automotive equipment.



An additional 20 brand new stores will also be opened over the next financial year, with two others having opened recently. The first was in Parramatta and the second in Queanbeyan.

John Sink, Kmart Tyre & Auto Service Managing Director, said, “Kmart Tyre & Auto Service is dedicated to providing customers with the best possible service and experience every time they visit one of our stores and this means having state-of-the-art equipment, comfortable and modern surroundings and fantastic customer service. We believe the \$25 million investment will enable us to realise our vision of being Australia’s largest and most respected automotive service, repair and tyre retailer.”

Kmart Tyre & Auto Service General Manager of Marketing, Tony Skallias, added, “This is a significant investment by the company and we’re really aiming to pass the benefits on to our customers. We see this investment as a catalyst for positioning the brand as a market leader within the industry. It also supports our *Winning the Customer for Life* strategy, which seeks to grow our business organically through building engaging and sustainable relationships with our customers. ”

One of Australia’s largest automotive service, repair and tyre retailers, the new and revitalised Kmart Tyre & Auto Service centres offer a full range of automotive services including, scheduled servicing, tyres, brakes, suspension, batteries and general mechanical repairs.



About Kmart Tyre & Auto Service

Kmart Tyre & Auto Service is a division of Kmart Australia Ltd and part of the Wesfarmers group of companies. Established in 1969 and restructured in 1992 as a specialist automotive division of Kmart, Kmart Tyre & Auto Service provides a full range of automotive services including, scheduled servicing, tyres, brakes, suspension, batteries and general mechanical repairs,

With the convenience of over 250 stores and a team of over 1200 people nationally, Kmart Tyre & Auto Service is one of Australia's largest and most respected automotive service, repair and tyre retailers.

For more information on Kmart Tyre & Auto Service, please visit www.ktas.com.au or contact:

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