



FOR IMMEDIATE RELEASE



## Travelers and O.K. Tire Stores Inc. Introduce Affordable Consumer Finance Programs for Canadian Motorists

**Vancouver and Langley, BC – December 5, 2008** Today Travelers Acceptance Corporation, an independent, national consumer finance company, and O.K. Tire Stores Inc., Canada's largest group of independent tire and automotive service providers, announced their strategic partnership to provide Canadian motorists with enhanced consumer finance payment options. Financing, offered under Travelers Automotive Aftermarket Finance program, provides for on the spot consumer loans for automotive servicing and products purchased nationwide at more than 260 independently owned tire and automotive repair locations.

"Travelers welcomes the opportunity to work with O.K. Tire store operators in their local markets. Their personal pride of ownership and focus on customer satisfaction form the basis for healthy and sustainable business. We look forward to supporting them in their growth by providing convenient, affordable point of sale term payment options for their customers", said Hubert Blaquière, Director of Automotive Aftermarket Finance for Travelers.

Bruce Hawley, National Dealer Development Manager for O.K. Tire Stores Inc. added, "At O.K. Tire, we strive to deliver customer satisfaction with our tire and automotive products and services. We value transparency, honesty and open communication. Travelers Acceptance Corporation has earned its reputation based on these shared values. I am confident that our dealers and their customers will receive extra value with professional, personalized service from the Travelers Team."

**About O.K. Tire:** Started in 1953, the O.K. Tire group now has over 260 independently owned and operated stores. The OK Tire chain services the full breadth of Canada, from Vancouver Island to Newfoundland and offers well known tire brands such as Bridgestone, Toyo, Continental, Kumho, Pirelli, Firestone and General. In addition, the stores offer a variety of mechanical services including complete under car maintenance. All OK Tire store owners pride themselves in meeting consumers' needs by delivering professional advice, service and products at a fair price. For more information about OK Tire visit [www.OKTire.com](http://www.OKTire.com).

**About Travelers:** Travelers Acceptance Corporation has since 1974 been engaged by small and medium size businesses to provide financial choice and the generation of value through the application of experience, service and innovation to arrange, structure and fund unique indirect consumer financing solutions that close more sales, increase the businesses customer base and overall profitability. Travelers Acceptance Corporation consults with its business clients to create term financing solutions and services specifically tailored to providers and consumers of products and services in tuition, automotive aftermarket, automotive repair, vacation ownership, healthcare, membership, consumer durables, retail, power products and home improvement businesses. For more information about Travelers Consumer Finance visit [www.travelersacceptance.com](http://www.travelersacceptance.com).

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