SPRINGFIELD BUSINESS JOURNAL

2010 PROFILES IN BUSINESS



L to R: Jackie Moore, Mark Moore, Whitney Moore and Ryan Moore.

Our Family Serving Yours – G.L. Moore Tire Company

Tires can play a huge role in auto accidents if they are defective or worn, and according to the National Highway Traffic Safety Administration, under inflated tires can also be a problem because they can affect fuel economy, lead to skidding, loss of control, hydroplaning on wet surfaces and also increase stopping distance and the likelihood of tire failures.

Tires are serious business to Mark Moore and his team at G.L. Moore Tire Company, and brakes and suspension are equally important. According to Moore, there are two things that stop a vehicle, brakes and tires, and if there is a failure with either one of those, accidents can and often do happen.

"Our customers can know that when we put a car on the road, I feel confident that I could get in and drive it, or put any member of my family in it," Moore said. "We all drive these roads every day and the work that we do is one way we can help keep these roads safe."

G.L. Moore Tire also recently invested more than \$8000 in new equipment that inflates tires with nitrogen, because nitrogen has many advantages.

With nitrogen, improvements can be seen in a vehicle's handling, fuel efficiency and tire life through better tire pressure retention, improved fuel economy and cooler running tire temperatures.

"I know personally I have seen about a 10-12 percent increase in gas mileage alone," Moore said.

"And we have more people coming in and asking for it everyday."

G.L. Moore Tire isn't just tires, brakes, and suspension, although with the largest selection of Michelin, BF Goodrich and Uniroyal tires in the area, that is what they are widely known for. They also handle aftermarket warranty repairs and all aspects of preventative maintenance and repairs for cars, light trucks, vans, motor homes, trailers and SUVs. All technicians are certified and utilize the latest computerized equipment for alignments, tire mounting, balancing, and mechanical repairs. Repairs are also backed with a 12 month, 12,000 mile warranty that is honored nationwide.

Established in 1971 by Moore's aunt and uncle, Sandy and Gary "G.L." Moore, G.L. Moore Tire has remained a family owned and operated business for over 40 years. With the motto, Our Family Serving Yours, front and center at all times, Moore keeps G.L.'s legacy of strong professionalism in place, and treats each and every one of his customers like family.

"We have kept this a family business, with me, my son and daughter, and my cousin Dane, and keep family values at the front of everything we do," Moore said. "We treat our customers like family, period. By doing that, G.L. Moore Tire is, and has always been, a place that people can trust."

G.L. Moore Tire & Automotive

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Top Executives:

Mark W. Moore & Jackie A. Moore

Year Founded: 1971

Number of employees: 11

Product or service:

Certified Auto Repair, Tire Pros, Tire Rack Installer, TireBuyer.com installer, Interstate Battery Dealer, Automotive Service & Repair Facility, Independent Tire Dealer, Michelin Alliance Dealer



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