



## LETTER FROM THE CEO

This is our first edition of our Community Wholesale Tire Customer Newsletter. It is our desire to communicate information to our dealers about our company, our products and programs, industry updates, and ideas to help increase your sales. Included in each edition of our newsletter, we will feature an article introducing one of our team members.

Community Wholesale Tire is celebrating its 82nd year in business. We are a family owned business and committed to remaining locally owned. We believe this gives us an advantage to be more responsive to your needs as compared to a large national distributor. With the recent appointment of Andy Berra to President and Adrienne Berra to Executive Vice President, Community Tire is now being led by the 3rd generation of Berras.

It is my personal objective to continue working until we reach 100 years in business in 2035. By then, I will be 83 years old and probably should retire.

Thank you for your business. Best wishes for a safe, happy, and prosperous new year.

Phil Berra  
  
CEO

## ARTICLE CONTRIBUTED BY:



Phil and Beth Berra are pictured with their children, Andy and Adrienne, who have become the third generation to take over leadership at Community Wholesale Tire



Andy Berra previously served as executive vice president.



Adrienne Berra has been responsible for human resources at the company of more than 200 employees.

## The Next Generation Moves Up at Community Wholesale Tire

Posted on September 14, 2017

Community Wholesale Tire Inc. has named Andy Berra President and Adrienne Berra Executive Vice President. The siblings represent the third generation of leadership for the tire wholesaler.

Andy and Adrienne's father, Phil Berra, who has served as president since 1986, will remain with the company as chairman and CEO. Phil's wife Beth Berra will continue in her role as corporate secretary and business manager.

The promotions were effective Sept. 1, 2017.

Andy Berra started his career at Community Wholesale Tire more than 20 years ago doing miscellaneous administrative and warehouse jobs at the company's old headquarters in downtown St. Louis, MO. After graduating from Marquette University in 2004, Andy started working full time with the company in 2006. Adrienne has been with the company since graduating from Loyola University in 2008.

Andy's wife, Liz Berra, also works as the company's creative director.

The business began in 1928 when Phil's father, Mike Berra, a first generation American, opened a service station. Mike sold the service station and started Community Tire Company in 1935. The tire business sold new and used tires and batteries and had one mold to repair used tires.

Gradually the business grew into two separate entities. Mike's eldest son Michael developed and ran the retread division, and in 1974 when Phil graduated from college he began to grow the wholesale division. In 2007 the two businesses legally separated and were renamed Community Wholesale Tire and Community Tire Retreading.

Community Wholesale Tire Operates three distribution centers in Missouri and serves customers in an eight-state marketing area. The company employs more than 200 people. Its headquarters are located in the St. Louis suburb of Hazelwood, MO.

For more information, please visit [www.communitytire.com](http://www.communitytire.com).



## LETTER FROM THE PRESIDENT

On behalf of everyone at Community Wholesale Tire, I would like to personally thank all of our customers and friends for a successful 2017. Your loyalty and support is instrumental in allowing us to offer the pricing and programs required for Community Wholesale Tire to be an effective partner to your business.

There is never a dull moment in the tire business, and 2018 promises to be more of the same. As an industry, we can expect slight (1-3%) growth again in the year to come. Consumer spending, job growth, and disposable income are all projected to continue to rise throughout next year. When you couple these strong economic fundamentals with relatively stable gas prices, an increase in vehicle miles traveled typically follows. Vehicle miles traveled, the primary statistical driver of tire sales, are on pace to have grown 2% annually since 2014.

The expansion of online selling will continue to add new competition as well as enhance a consumer's ability to shop and price tires online. These challenges can be frustrating, but they also provide opportunity. I encourage you to talk to your Community Tire sales rep about some of the tools we offer to help dealers participate in the growing online marketplace.

Despite the tire industry drifting further into a digital world, our business is still a business of people. The relationships that we have with our customers are the foundation of our company. We want to learn about your business and try to do our part to help ensure your success.

I hope you enjoy this holiday season with family and friends. We look forward to the opportunity to continue to earn your business in 2018. Happy holidays and best wishes for a prosperous new year.

Andy Berra  
President





## FEATURED TEAM MEMBER



Mark Lukefahr  
VP of Sales

Mark Lukefahr started at Community Wholesale Tire in 1991 in the Order Entry Department. After just a few years, he was promoted to a new position as Marketing Manager. He was responsible for developing the ITD programs and coordinating advertising efforts and dealer promotions. For years, Mark worked closely with John Miller, our long time Vice President of Sales. Upon John's retirement in 2010, Mark assumed his current role as Vice President of Sales.

Mark, who works closely with our dealers and sales staff, has been instrumental to the success of Community Wholesale Tire. Mark's number one priority is the success of each dealer, and this begins with building strong relationships with each of our customers. As the grandson of our company's founder, Mike Berra, Mark is another family member of our family operated business.

**Phil Berra, 1974**

**Rick Eugea, 1974**

**Rick Hill, 1976**

**Dane Dooley, 1977**

**John Nagy, 1983**

**Beth Berra, 1984**

**Mike Wille, 1985**

**Jim Pilla, 1986**

**Tim Cochran, 1987**

**Kirk Oldendorph, 1988**

**Lew Bradford, 1991**

**Mark Lukefahr, 1991**

**Tom Renken, 1992**



*We would like to recognize  
these employees for their dedication to  
Community Wholesale Tire.*

Thank you for your business  
& happy holidays!

Best wishes from everyone at  
Community Wholesale Tire

