

CHAMBER MEMBER SPOTLIGHT

Matthews Tire



Matthews Tire makes it a top priority to keep customers safe on the road every day. Founded in 1952 as a U.S. Royal dealer on College Avenue in Appleton by Fred Matthews, Matthews Tire has since expanded to serve five locations from Waupaca, Menasha, Fond du Lac, Green Bay and Appleton.

The company has experienced a few ownership changes. It was purchased by an employee in 1985, Dennis Rezner. In 2003, Matthews Tire Commercial Tire Center was opened in order to best serve commercial customers. To this day, the Rezner family continues to operate Matthews Tire with the same focus on customer dedication as originally provided at its inception.

Their priority for customer safety starts by providing quality tires and parts, great service and an unmatched commitment to serving customers' needs.

In an effort to stand by their mission, Matthews Tire is committed to developing relationships with their customers and their vehicles in order to ensure they are running efficiently and as safely as possible, to and from their destinations. Beyond individual vehicle owners, they also service truckers, companies, fleets and municipalities at their Commercial Tire Center in Appleton.

Within their business, they continually update equipment and train employees to ensure they are at the cutting-edge to serve customers' vehicles. Recently, they added Advanced Driver-Assistance Systems (ADAS) service to their

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array of offerings to help drivers stay safe while driving. They have sophisticated equipment and certified training in order to recalibrate these systems on all makes and models of vehicles.

Matthews Tire has remained open as an essential business during these challenging times

due to the COVID-19 pandemic. As they say, they are “keeping customers and our communities rolling”. With customer service at the forefront, they have shifted some standard business practices by offering flexibility to customers, including contact-free drop off to help every customer feel comfortable and safe when having their vehicle serviced at their business.

Matthews Tire focuses on giving back to the community they call home as well. They host a bi-annual event, “Oil Change for the Better”, which donates \$10 to a local charity from each oil change performed during a designated week. Since 2012 they have donated over \$50,400 to charities in the Fox Cities!

When asked what they believe is the best part about having a business in the Fox Cities, General Manager Trevor Rezner shared that without a doubt it's the great people in our communities.

“Without the great people in the Fox Cities, our business doesn't exist,” replied Rezner. “We have developed lifelong relationships with multiple generations of families in the area. As a local business, we appreciate the support of Fox Cities establishments. It's a great place to be.”

For more information about Matthews Tire, visit <http://www.matthewstire.com/>.

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