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SDR Ventures Advises Robertson Tire on Acquisition by Big Brand Tire

SDR Ventures is pleased to announce that [Robertson Tire Co., Inc](#) ("Robertson Tire" or "the Company") has been acquired by [Big Brand Tire & Service](#), a portfolio company of [Percheron Capital](#). SDR served as the exclusive [sell-side advisor](#) to Robertson Tire and the Robertson family throughout the transaction process.

Established in 1962, Robertson Tire is a family-owned business specializing in tire sales, automotive repair, and maintenance services. For over six decades, Robertson Tire has built a reputation for exceptional customer service and reliable automotive expertise. Operating out of fourteen locations across Oklahoma, the company serves a diverse customer base, ranging from individual drivers to commercial fleet operators.

"We've been fortunate to grow our family business for over 60 years, and our mission has always been to treat every customer like a part of the Robertson Tire family," said Mark Robertson, President of Robertson Tire. "It was important for us to find a partner who shares our dedication to exceptional service and will help us continue to grow while providing opportunities for our employees. Thanks to SDR Ventures, we've found that partner, and we're excited about the road ahead."

Robertson Tire offers a comprehensive range of services, including tire installation and repair, oil changes, brake service, wheel alignment, and more. The company is committed to utilizing advanced diagnostic tools and technology to ensure vehicles continue to drive smoothly and safely. Robertson Tire's well-trained and certified technicians take pride in delivering top-tier solutions to customers while maintaining a focus on safety and efficiency.

"Robertson Tire has set the standard for excellence in tire services and automotive care," said BigBrand Tire & Service CEO Joe Buscaglia. "Their dedication to customer service and quality fits perfectly with BigBrand Tire & Service's vision of offering best-in-class solutions. Together, we can enhance our footprint and continue delivering unparalleled value to our customers."

"We're proud to have helped the Robertson family secure a partnership that aligns with their goals for the future of the company," said Logan Bohlender, [Vice President](#) at SDR Ventures. "This acquisition positions Robertson Tire to expand its market presence while continuing to uphold the values that made it a success for over 60 years."

Andy Limes, SDR's [Co-Founder](#), commented, "The acquisition of Robertson Tire reflects the robust growth of the automotive service industry as customer demand for high-quality, dependable maintenance solutions continues to rise. It's a testament to the strength of family-owned businesses in America."



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About Robertson Tire

Robertson Tire is a tire and auto service company that provides tire sales, installation, and repair services to both individuals and fleets. They also offer a range of automotive maintenance and repair services, including oil changes, brake work, alignments, and battery replacements.