

For Immediate Release

Terry Bralley, President, Davie County Economic Development Commission
135 South Salisbury Street
Mocksville, NC 27028
336.751.2714 Office
336.909.1403 Cell
terry.bralley@daviecounty.com
www.daviecountyedc.com

Beroth Tire & Automotive Breaks Ground in Mocksville

Beroth Tire & Automotive, a division of Mock-Beroth Tire Group, has broken ground in Mocksville for its fourteenth location.

The 5,200 sq. foot store located on Interstate Drive, next to Sherwin-Williams, is expected to open in October or early November. The company will begin by hiring five employees and will expand to around fifteen. Positions will be available for oil change technicians, tire technicians, as well as experienced technicians with more advanced skills.

“It’s always a great day in Davie County when we can welcome a new business,” said Terry Bralley, president of the Davie County Economic Development Commission, during a groundbreaking ceremony. “And a family-owned and operated company, like Beroth Tire, is a great addition to our family-oriented community. I’d like to thank Bill Junker for his forward thinking and vision in preparing a place for such growth to occur.”

Mocksville Mayor, Will Marklin, also welcomed the company to town. “I was reading online this morning that 90% of businesses in America are family owned or controlled. Family-owned businesses are the backbone of this country. I’m so happy to welcome another family-owned business to this town.”

According to T. Beroth, owner, the company first began looking at Davie County about 10 years ago. After opening stores in Clemmons and Mooresville, it seemed to be the perfect time to add an additional location in Mocksville.

“We looked and looked for a great location, and we are really glad to be here,” Beroth said.

In the late 1950s, Floyd Mock and his two brothers, Carey and Cecil, started the business in their parents' garage recapping tires. They opened their first store in 1972 on Country Club Road in Winston-Salem. The business grew through the relationships they built with their friends, family, co-workers and neighbors in the Winston-Salem area.

In 1978, Tom Beroth joined forces with Mock Tire with the opening of the Stokes Tire location in King, NC and subsequently other locations in Winston-Salem on Robinhood Rd., Shattalon Drive, and Peters Creek Parkway as well as stores in Mt. Airy, Elkin, Kernersville, Madison, Lexington, and Mooresville, NC.

The younger generations also have tires in their blood. Tom's son T. Beroth and grandsons, TJ Beroth and Earlie Gilley, along with Carey's son Bill, Floyd's son-in-law Mike McKnight, and Cecil's son Craig continue the same tradition of real people, right pricing, real easy!

“A lot of family businesses are getting bought out by large retailers, but when you work with family it makes it so much more rewarding,” Beroth said. “Some employees have been with me for 37 years. It truly is a family business.”

“My 82-year-old father still comes into work everyday. He wanted to build one more store, so that’s what we are doing.”

Dedicated to providing friendly, dependable services at affordable prices, Mock-Beroth Tire Group now owns fourteen retail tire and automotive centers and two wholesale warehouses. The company employs around 160 people in the local area.

Beroth attributes the company’s success to Christian values and a genuine concern for customers and employees coupled with an ingrained sense of honesty and natural friendliness.

“Our mission is to provide dependable, quality products and service for a fair price in a friendly, honest, and accommodating environment,” he said.

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