

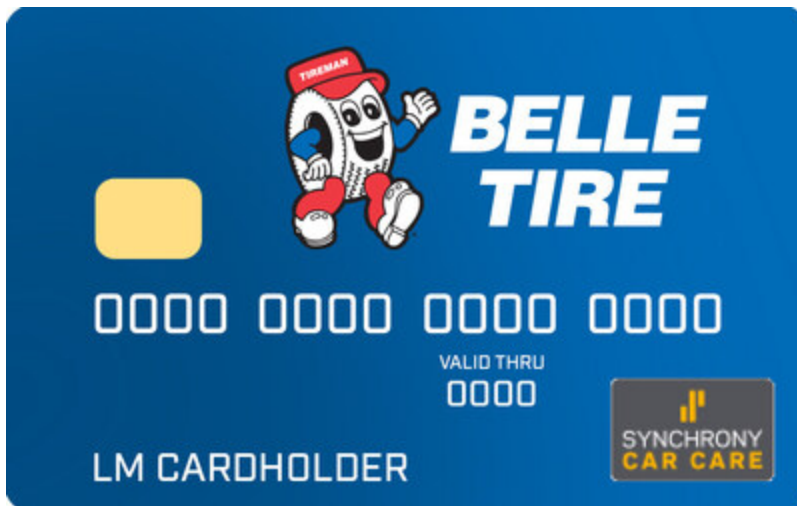
April 23, 2025



Synchrony and Belle Tire Partner on New Credit Card Program to Help Make Car Care More Affordable

Belle Tire Taps Synchrony to Provide Flexible Payment Options for Customers Purchasing Tires and Auto Services

STAMFORD, Conn. and SOUTHFIELD, Mich., April 23, 2025 /PRNewswire/ -- Synchrony (NYSE: SYF), a premier consumer financial services company, and [Belle Tire](#), a leading tire and automotive service provider with nearly 200 locations throughout the Midwest, today announced a new multi-year partnership to create a new private label credit card for Belle Tire customers. Synchrony's collaboration with [1stMILE](#), Belle Tire's integrated payment provider, helped to ensure a seamless rollout of financing options with remarkable speed across all Belle Tire locations, enabling the company to reach more customers from a single platform.



The Belle Tire private label credit card, part of the [Synchrony Car Care™](#) network, will provide Belle Tire customers with access to flexible financing options for a wide range of automotive products and services. Cardholders can take advantage of six months of promotional financing on purchases of \$199 or more and twelve months of promotional financing on purchases of \$1,000 or more. Additionally, the Synchrony Car Care credit card can be used not only at Belle Tire locations but also at more than one million gas stations, auto parts retailers, and service locations nationwide.

Belle Tire customers can apply for Synchrony financing through multiple channels, including in-store pin pads, QR codes, text-to-apply options, and on [BelleTire.com](#), using Synchrony's prequalification and digital application solutions.

"Our partnership with Belle Tire reflects Synchrony's commitment to providing seamless and

accessible financing solutions for consumers managing essential automotive expenses," said Curtis Howse, Executive Vice President & CEO, Synchrony Home & Auto platform. "By integrating our financing tools with Belle Tire's trusted services, we're helping customers navigate both routine and unexpected vehicle costs with confidence and ease."

The Synchrony Car Care network offers a comprehensive solution for managing automotive expenses at more than a million locations nationwide. With the ability to pay for everything from routine maintenance to unexpected repairs, as well as for parking and car rentals, the Synchrony Car Care Network simplifies automotive financial management while providing flexibility and convenience for cardholders.

Founded in 1922, Belle Tire has grown to nearly 200 locations across the Midwest, offering tires, wheels, maintenance, and repair services. The Synchrony partnership aligns with Belle Tire's mission to provide customers with superior service and convenience while making essential automotive purchases more affordable.

"At Belle Tire, we're always looking for ways to provide our customers with the best possible experience, and this partnership with Synchrony allows us to offer even more financial flexibility," said Don Barnes III, President, Belle Tire. "With Synchrony's proven expertise in consumer financing, our automotive customers will have greater access to convenient payment options, making it easier to keep their vehicles safe and road ready."

About Synchrony

Synchrony (NYSE: [SYF](#)) is a premier consumer financial services company delivering one of the industry's most complete digitally enabled product suites. Our experience, expertise and scale encompass a broad spectrum of industries including digital, health and wellness, retail, telecommunications, home, auto, outdoor, pet and more. We have an established and diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers, which we refer to as our "partners." We connect our partners and consumers through our dynamic financial ecosystem and provide them with a diverse set of financing solutions and innovative digital capabilities to address their specific needs and deliver seamless, omnichannel experiences. We offer the right financing products to the right customers in their channel of choice. For more information, visit www.synchrony.com.

About Belle Tire

Founded over 100 years ago in Detroit, Belle Tire has grown into one of America's most trusted tire and vehicle service retailers. Today there are nearly 200 stores across Michigan, Ohio, Indiana, and Illinois with more opening soon. In addition to the "Lowest Tire Price, Period!" Belle Tire's modern vision of "Changing Tires" means they are not your ordinary tire shop with state-of-the-art facilities that offer a wide range of automotive services including alignments, brakes, batteries, shocks, struts, exhaust systems, glass replacement/repair, and more. Belle Tire also offers free services like flat repair, air for tires 24 hours a day, alignment checks, brake checks, tire rotations, balancing, and more to ensure that drivers are safe and get the most out of their tires and vehicles. For more information, go to www.belletire.com.

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