



For Immediate Release  
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## **Bosselman Boss Shop and Wingfoot Announce MAXXCARE Rewards Program**

GRAND ISLAND NE. – Boss Truck Shops, Inc., a subsidiary of Bosselman, Inc., and Wingfoot Commercial Tire Systems, LLC, a subsidiary of The Goodyear Tire & Rubber Company, are pleased to announce a new loyalty rewards program, called MAXXCARE.



MAXXCARE is a card-based loyalty program that rewards drivers for purchases at participating Wingfoot (currently, only Wingfoot Truck Care Centers) and Boss Shop locations. At present, the program rewards 3 points per dollar spent on PM services and 1 point per dollar for other repairs at participating locations. Points can be redeemed for eligible products and service purchases at all participating locations.

To sign up for MAXXCARE, drivers can pick up a card at any participating Wingfoot or Boss Shop location, where a sales associate can assist in card registration, or visit [www.maxx-care.net](http://www.maxx-care.net) to sign up online.

"We understand drivers have many choices when it comes to repair and maintenance services, and that their livelihoods center on their truck – their 'home away from home'. It's important for us to reward and thank our loyal customers, and the MAXXCARE card allows us to do that," said Chuck Bosselman, Chairman of Boss Truck Shops, Inc. "We're very excited about the benefits the MAXXCARE provides to both existing and new customers."

"We sincerely appreciate our customers and are honored that more drivers are asking us to maintain their trucks, so rewarding them for their loyalty was an easy decision," said Phillip Kane, Wingfoot's President and COO. "We'd like to encourage drivers to visit our participating on-highway locations and sign up for MAXXCARE today!" Kane said.

**For more information, visit [www.maxx-care.net](http://www.maxx-care.net)**

*About The Bosselman Family of Companies:* The Bosselman Family of Companies, headquartered in Grand Island, Nebr., owns and operates 42 Pump & Pantry convenience stores; a Hampton Inn, three Pump & Pantry Motels and five Motel 6 franchises; eight Bosselman Travel Centers; six Grandma Max's and Max's Highway Diner Restaurants, Sam Bass' Saloon & Steakhouse, and Schmooter's; Food Courts including Subway, Little Caesars, Wendy's, and Caribou Coffee; 34 Boss Shops; and the Nebraska Danger Indoor Professional Football Team. Founded in 1948, Bosselman's has expanded across the nation in 20 states with over 1,400 employees. [www.bosselman.com](http://www.bosselman.com)  
For more information on Boss Truck Shops, go to [www.bosstruckshops.com](http://www.bosstruckshops.com)

*About Wingfoot Commercial Tire Systems, LLC:* Wingfoot Commercial Tire Systems, a wholly owned subsidiary of The Goodyear Tire & Rubber Company, operates more than 170 commercial tire sales, service, and retread facilities nationwide. Wingfoot Commercial Tire Systems has 37 on-highway Truck Care Centers operating in 15 states. [www.wingfootct.com](http://www.wingfootct.com)  
For more information on Wingfoot Truck Care Centers, go to [www.wingfoottruckcare.com](http://www.wingfoottruckcare.com)

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