



FOR IMMEDIATE RELEASE

## James Develin Considers New Career in Sullivan Tire Ad

*Beloved Patriots fullback stars in new commercial*



NORWELL, MA (August 15, 2019) – **James Develin** of the New England Patriots puts his mechanical engineering degree from Brown University to the test tackling tough customer questions in **Sullivan Tire and Auto Service’s** newest commercial; the toughest customer of all is pictured above! In the ad, the Patriots fullback puts his running game to work with the hustle required to train under the watchful eye of Paul Sullivan, VP of Marketing, as he supports customers with the company’s cheerful can-do attitude and helps with the “heavy lifting.”

This appearance is part of a one-year agreement between Develin and Sullivan Tire. “James Develin personifies the family spirit we value. James is, and will continue to be, an integral part of Sullivan Tire’s communications with our customers, who are also a part of our extended family,” said Paul Sullivan. Develin has a long history of partnerships with Sullivan Tire that have included appearances and a video interview series.

The TV spot highlights Sullivan Tire’s Retail and Commercial Divisions, having been filmed at the Kingston, MA retail location and Plymouth, MA commercial facility. Sullivan Tire continues to grow throughout New England, with a total of 73 retail locations, including two recent Massachusetts openings.

To see Develin try out to be a member of the Sullivan Tire team, visit:  
<https://www.youtube.com/watch?v=DPpXErcjPjY&feature=youtu.be>.

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### **About Sullivan Tire and Auto Service:**

Headquartered in Norwell, MA, Sullivan Tire and Auto Service is New England's home for automotive and commercial truck care with 73 retail locations; 15 commercial truck centers; 13 wholesale, 3 tire retread, and 2 LiftWorks facilities; and 2 distribution centers. The foundation on which Robert J. Sullivan started Sullivan Tire in 1955 was, "Treat everyone, customers and fellow employees, as you would a member of your family," and that tradition continues today. Today Sullivan Tire continues to grow with over 1,200 employees and locations in Massachusetts, New Hampshire, Rhode Island, Connecticut and Maine. For more information on Sullivan Tire please visit [www.sullivantire.com](http://www.sullivantire.com).

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