



The Olin Mott Tire Company's success story begins in 1954 when a young, entrepreneurial tire company executive from Macon, Georgia, decided to realize his dream and open his own tire shop in Tampa. After 18 months of researching potential cities, Olin Mott selected Tampa, which was experiencing record population growth and offered great potential for the fortuitous business venture he planned in the retread market. In an alliance with the nationally known Tampa Golden Gate Speedway racetrack, the tire company heavily promoted the quality of the retread tire with a guarantee of new tire mileage and appearance. In 1955, Olin Mott opened his first tire shop at the Elkes Pontiac dealership on Florida Avenue in downtown Tampa. A year later, on January 2, 1956, his dream became reality with the grand opening of his first self-standing tire store, the Elkes-Mott Tire Company at 3741 East Hillsborough Avenue, pictured above. In 1960, the company dissolved the partnership with Elkes Pontiac and officially became the Olin Mott Tire Company, pictured below in 1965.

