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Town Fair Tire opens 77th and 78th stores in N.H. and Mass.

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According to Danny Plotkin of Northeast Retail Leasing & Management Company LLC, East Haven, Conn.-based Town Fair Tire Centers has opened its 77th store in Plaistow, N.H. at 42 Plaistow Rd. and its 78th store in Hanover, Mass. at 1422 Washington St. The two stores follow the Concord, N.H. store that opened in June and precedes stores currently under construction and scheduled to open in 2010 in Keene, N.H. and Tewksbury, Mass.

Danny Plotkin attributes the chain's recent growth to an increased availability of high-traffic retail locations previously made difficult to obtain due to competition with other retailers. Plotkin said the company prefers its 7,100 s/f prototype stores but is happy to occupy end-cap shop space or other types of existing buildings in desirable markets such as Hanover.

Beyond selling tires, Town Fair's services are limited to installation, balancing and alignments. This allows for a showroom filled with tires and custom wheels that consumes the front two thirds of the store with the remaining third dedicated to shop space for installation, hidden from the view of the buyer or public.

Town Fair expects to keep up the store opening pace for so long as appropriate real estate remains available and continues to seek locations in eastern Mass, New Hampshire and Maine.

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