

ABOUT US



Bauer Built, Inc., was founded as an oil jobbership in Durand, Wis., in 1944 by G.F. "Sam" Bauer. The focus of the company, in its beginning, was to sell petroleum products to local service stations and farm accounts. However, very early on, the company got into retailing by opening its own gas station. The growth over the years has been in the tire industry, initially selling tires from the gas station and then getting into the wholesaling and commercial sales and service of tires.



Today, Bauer Built's primary thrust is in the tire industry; although they continue their involvement in the petroleum business with their bulk oil business. The company employs almost 600 people and is now under second- and third-generation management.

The tire division consists of 35 commercial tire centers, 1 wholesale division, 6 retread manufacturing plants and 2 rim and wheel reconditioning plants located across the Midwest including the states of Wisconsin,

Minnesota, Iowa, North Dakota, South Dakota, Missouri, Indiana, Illinois and Nebraska, with plans to expand further. Bauer Built supports commercial fleets, agricultural/industrial and retail customers.

Although our primary focus is on commercial tires and mechanical services, Bauer Built has one-third of its locations that have an extended focus on passenger and light truck tire and services. While services may vary from location to location, the retail stores perform oil changes, alignments, brake, exhaust and suspension work by TIA trained and certified technicians.



The company's mission statement is "To be recognized as the leading tire and mechanical service provider in the markets we serve by exceeding the expectations of our customers, employees, and suppliers."

BOARD OF DIRECTORS



Jerry Bauer
CHAIRMAN & CEO



Tad Bauer
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Todd Weber
EXECUTIVE VP OF SALES

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