



ABOUT US



Bauer Built, Inc., was founded as an oil jobbership in Durand, Wisconsin, in 1944 by G.F. “Sam” and Ethel 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. The company employs over 700 people and is now under second- and third-generation management. Sam & Ethel’s son Jerry is the company’s CEO. Jerry’s son Tad Bauer is President and daughter Mandi Smith is the Corporate Secretary/Treasurer as well as Director of Marketing.

The company today is owned by the Jerry Bauer and the families of Tad & Jodi Bauer and Mandi & Chad Smith.

The tire division consists of 49 commercial tire centers, 1 wholesale division, 3 distribution centers, 7 retread manufacturing plants and 4 rim and wheel reconditioning plants located across the Midwest including the states of Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Michigan, Missouri, Indiana, Illinois and Nebraska, with plans to expand further.

Bauer Built supports commercial fleets, agricultural/industrial and retail customers.

Today Bauer Built is one of the largest commercial tire dealers and retreaders in North America.

Although the primary focus is on commercial tires and mechanical services, Bauer Built has 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.

Mission Statement:

To be recognized as the leading tire and service provider in the markets we serve by exceeding the expectations of our employees, customers, and suppliers.

Customer Commitment:

The Strength is in Our People and the Customers we Serve.

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