



February 19, 2025

Via First Class Mail

RE: *In re American Tire Distributors, Inc., et al.* Chapter 11 Case No. 24-12391, Summary of Chapter 11 Plan and Information Regarding Certain Key Dates.

TO ALL HOLDERS OF CLAIMS ENTITLED TO VOTE ON THE PLAN:

American Tire Distributors, Inc. and its affiliated debtors and debtors in possession in the above captioned cases (collectively, the “Debtors”)¹ each filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code (the “Bankruptcy Code”) in the United States Bankruptcy Court for the District of Delaware (the “Court”) on October 22, 2024.

You have received this letter and the enclosed materials because you are entitled to vote on the *Amended Joint Chapter 11 Plan of American Tire Distributors, Inc. and Its Debtor Affiliates* [Docket No. 761] (as modified, amended, or supplemented from time to time, the “Plan”).² On February 19, 2025, the Court entered an order [Docket No. 766] (the “Disclosure Statement Order”): (a) authorizing the Debtors to solicit acceptances for the Plan; (b) conditionally approving the *Disclosure Statement for the Amended Joint Chapter 11 Plan of American Tire Distributors, Inc. and Its Debtor Affiliates* [Docket No. 762] (the “Disclosure Statement”) as containing “adequate information” pursuant to section 1125 of the Bankruptcy Code; (c) approving the solicitation materials and documents to be included in the solicitation packages; (d) approving procedures for soliciting, receiving, and tabulating votes on the Plan and for filing objections to the Plan; and (e) granting related relief.

¹ The Debtors in these chapter 11 cases, along with the last four digits of the Debtors’ federal tax identification numbers, are American Tire Distributors, Inc. (4594); ATD New Holdings II, Inc. (4985); ATD New Holdings III, Inc. (0977); ATD New Holdings, Inc. (3406); ATD Sourcing Solutions, LLC (5225); ATD Technology Solutions Inc. (N/A); FLX FWD Logistics, LLC (3334); Hercules Tire International Inc. (N/A); Terry’s Tire Town Holdings, LLC (7409); The Hercules Tire & Rubber Company (3365); Tire Pros Francorp, LLC (1813); Tirebuyer.com, LLC (9093); and Torqata Data and Analytics LLC (4992). The location of Debtors’ principal place of business and the Debtors’ service address in these chapter 11 cases is 12200 Herbert Wayne Court, Huntersville, NC 28078.

² Capitalized terms not otherwise defined herein have the same meanings as set forth in the Plan, Disclosure Statement Order, and Disclosure Statement, as applicable.

YOU ARE RECEIVING THIS LETTER BECAUSE YOU ARE ENTITLED TO VOTE ON THE PLAN. THEREFORE, YOU SHOULD READ THIS LETTER CAREFULLY AND DISCUSS IT WITH YOUR ATTORNEY. IF YOU DO NOT HAVE AN ATTORNEY, YOU MAY WISH TO CONSULT ONE.

In addition to this cover letter, the enclosed materials comprise your Solicitation Package, and were approved by the Court for distribution to Holders of Claims in connection with the solicitation of votes to accept or reject the Plan. **The Disclosure Statement, as conditionally approved by the Bankruptcy Court (and all exhibits thereto, including the Plan) and the Disclosure Statement Order are only available free of charge on the Debtors' case website at <https://www.donlinrecano.com/atd>. If you would like to receive paper copies of any or all of these documents, please reach out to the Notice, Claims, and Solicitation Agent (as defined below) using their below contact information.** The Solicitation Package consists of the following:

- a. the Disclosure Statement Order (without exhibits, except for the Solicitation and Voting Procedures);
- b. a copy of these Solicitation and Voting Procedures;
- c. a Ballot, with applicable voting instructions, attached as Exhibit 3, 4, or 5, as determined by the Class of each Holder of Claims being solicited, to the Disclosure Statement Order;
- d. a pre-addressed, postage prepaid return envelope, to the extent a Hold of Claims is solicited by mail;³
- e. the Cover Letter in support of the Plan, in substantially the form attached as Exhibit 9 to the Disclosure Statement Order; and
- f. the Combined Hearing Notice, substantially in the form attached as Exhibit 10 to the Disclosure Statement Order.

American Tire Distributors, Inc. (on behalf of itself and each of the other Debtors) has approved the filing of the Plan and the solicitation of votes to accept or reject the Plan. The Debtors believe that the Plan is in the best interests of their estates and all other parties in interest. Moreover, the Debtors believe that any alternative other than confirmation of the Plan could result in significant delays and increased administrative expenses, which, in turn, likely would result in smaller distributions (or no distributions) or recoveries on account of Claims asserted in these chapter 11 cases.

³ The Debtors will provide pre-addressed, postage pre-paid reply envelopes only to those Holders who receive a Ballot directly from the Debtors.

THE DEBTORS STRONGLY URGE YOU TO PROPERLY AND TIMELY SUBMIT YOUR BALLOT CASTING A VOTE TO ACCEPT THE PLAN. THE VOTING DEADLINE IS 4:00 P.M., PREVAILING EASTERN TIME, ON MARCH 24, 2025.

The materials in the Solicitation Package are intended to be self-explanatory. If you should have any questions, however, please feel free to contact Donlin, Recano & Company, LLC, the notice, claims, and solicitation agent retained by the Debtors in these chapter 11 cases (the “Notice, Claims, and Solicitation Agent”), by calling the Notice, Claims, and Solicitation Agent at (866) 666-1597 (Toll Free) or +1 (212) 771-1128 (International). The Notice, Claims, and Solicitation Agent cannot and will not provide legal advice. If you need legal advice, you should consult an attorney.

Copies of certain orders, notices, and pleadings, as well as other information regarding these chapter 11 cases, are available for inspection free of charge on the Debtors’ website at <https://www.donlinrecano.com/atd>. You may also obtain copies of any pleadings filed in these chapter 11 cases for a fee via PACER at: <https://ecf.deb.uscourts.gov>.

Sincerely,

/s/ Ronald J. Bienias

Ronald J. Bienias

Chief Restructuring Officer

American Tire Distributors, Inc.