



FOR IMMEDIATE RELEASE

Innisfail business owner Brian Adcock named Fountain Tire MVP

Innisfail, AB, April 2, 2026 | Brian Adcock has spent most of his working life with his hands dirty, his shop doors open, and his focus firmly on people — both customers and staff. This March, his approach earned the Fountain Tire Innisfail owner the company’s highest honour: Most Valuable Player (MVP).

The award was presented at Fountain Tire’s national Owners’ Convention, during the company’s 70th anniversary year. It is an annual distinction given to only one owner among 170 stores in Canada in recognition of exceptional leadership, community involvement, customer relationships and safety.

“Brian leads with authenticity,” says Jason Herle, CEO at Fountain Tire. “He invests in his team, takes care of customers and builds genuine community relationships — hallmarks of Fountain Tire’s ‘We’re on this road together’ philosophy.”

Adcock’s career began while he was in high school in the mid-1980s, learning the automotive business from the shop floor where he changed tires, serviced mufflers and radiators, and ran service trucks. More than 35 years later, that hands-on foundation continues to define his approach.

“You cannot truly understand this business from behind a desk,” says Adcock. “You have to live it. When customers walk in, they expect the team to know their vehicle inside and out, be able to diagnose any problem and then fix it.”

Adcock honed both automotive and leadership expertise over his career working at eight Fountain Tire locations — most in central Alberta — and holding ownership in six.

Since opening Fountain Tire Innisfail in 2025, Adcock has focused on creating a welcoming, team-first atmosphere. The store exceeded revenue expectations in its first year and earned two local Readers’ Choice awards, but he says the real measure of success is what customers feel when they walk through the door.

“My job every day is to set the tone,” he says. “If your team feels like a group of friends who have each other’s backs, customers feel it immediately. Word spreads fast in a town like Innisfail, but you earn your reputation one interaction at a time.”

That people-first mindset extends well beyond the shop. In a short time, Adcock has immersed himself in the Innisfail community, supporting local sports, rodeo, farming events, auctions and business organizations.

Adcock’s MVP award reflects not only his years of leadership, but also a hands-on commitment to making Fountain Tire Innisfail a place grounded in trust, teamwork, and community pride.

For more information about Fountain Tire Innisfail, visit fountaintire.com/stores/innisfail/.

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About Fountain Tire

Established in 1956, Fountain Tire is one of Canada’s premier tire and automotive service networks with 170 locations spanning Central and Western Canada from Vaughan, north of Toronto, to Victoria, British Columbia. The company is also a leading provider of tires and tire-related services to commercial truck fleets and off-road vehicles used in the agriculture, oil and gas, mining, and construction sectors. The majority of Fountain Tire managers own equity in their stores. This partnership-based business model combines community-invested store management with corporate intelligence to provide service that truly puts the customer first. The company’s shared ownership business model has enabled it to be named among Canada’s “Best Managed Companies” every year since 1994.