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**55 YEARS OF EXCEPTIONAL SERVICE**

# CJ's TIRE & AUTO



By Kathy Hunt

**R**elieved to see the end of winter? You can bet that your car or truck is, too. Snow, ice, salt, and arctic temperatures have all taken a toll on vehicles. Cavernous potholes jarred wheels out of alignment. Sleet and snow dulled wiper blades. Below-freezing temperatures cracked belts, gaskets, and even tires. At this point, automobiles are crying out for some seasonal TLC.



PHOTOS BY STEVE LAONER PHOTOGRAPHY

Fortunately, CJ's Tire and Auto has the skills, parts, and service to return cars and trucks to their safe, roadworthy selves. From replacing wiper blades, batteries, and brakes to aligning wheels and balancing and repairing or replacing tires, independently-owned CJ's Tire and Auto "keeps things moving" for vehicles and their operators.

Founder Paul "Skip" Levengood Sr. opened C & J Tire, as it was then called, in 1971, in Birdsboro, Berks County. Fifty-five years later, the business has become Southeastern Pennsylvania's leading tire distributor. Today, CJ's Tires and Auto has 19 retail locations and 11 wholesale distribution centers in Pennsylvania, Delaware, and Maryland. In January 2026, it opened its newest retail center on the edge of Harrisburg, in Colonial Park, PA.

In addition to its new retail center, CJ's recently remodeled and repurposed Levengood's childhood home, a 20th-century Cape Cod adjacent to the Birdsboro corporate headquarters (91 Ben Franklin Highway West, Birdsboro). A portion of CJ's sales and purchasing departments have moved their offices into the refurbished building.

Since Skip Levengood's retirement, his son Paul oversees the day-to-day operations at CJ's. Grandson Haley focuses on pricing and product information.

## Exceptional customer service is key

When Levengood Sr. started his business, his goal was to provide exceptional customer service to individual and commercial customers. More than five decades later, this remains the company's mission.



Every CJ's retail location features trained mechanics who can address general car maintenance such as tune-ups and inspections, as well as more serious concerns, such as steering and suspension problems and brake repairs.

No matter which site customers visit, they can be assured that the sales staff understands the latest automotive and tire technology and can advise them on the best choices for their vehicles. All CJ's centers maintain a well-stocked inventory and have easy access to one of the company's 11 distribution centers.

Leanne Bolger, director of marketing for CJ's, said that the business continues to expand its wholesale market to better serve its customers. In an effort to reach and offer its services to more people, it is also continuing to grow its retail presence. "We're just getting started," she said.



Recently, CJ's added a new scheduling tool to its website ([cjtire.com](http://cjtire.com)), one guaranteed to enhance customer experience even more. Previously, after emailing or calling to set up an appointment, customers had to wait for a CJ's staff member to respond to their requests. The new scheduling tool allows consumers to book an appointment online in minutes.

The company's efforts have not gone unnoticed. In January, *Berks County Living* announced the "People's Choice Who's Who in Business Award" for 2026. CJ's Tire and Automotive won for best oil change and lube as well as for best tire dealer. On the website [businessrate.com](http://businessrate.com), CJ's ranks as the top tire shop in Leesport and Pottstown for 2025. BusinessRate bases its ratings on Google reviews.

## Flexible financing for auto service and tires

Another way that CJ's shows its commitment to outstanding customer service is in how it approaches payment for services and goods. The company understands

how challenging the unexpected expense of vehicle parts and repairs can be. With its customers' wallets in mind, it has set up several flexible payment options.

Leases and loans are two such methods. Through Koalafi, customers can apply for 12 months of financing. This lease-to-own financing service accepts customers with any credit score — good, bad, or none — and tailors payment plans to fit the customer's financial position. Another financing choice is Affirm, the largest, U.S.-based, buy-now and pay-later loan service. Here, customers select a payment schedule of either four installments made every two weeks or monthly payments with interest.

Customers can also use their PayPal accounts for purchases or apply for a credit card with Goodyear/The Goodyear Tire and Rubber Co., Bridgestone and Firestone, and Continental and General Tires. Whatever works best for the customer works for CJ's.

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## Individual consumers receive Loyalty Rewards

Yet another example of the business supporting its customers is its consumer-focused Loyalty Rewards program. Clients earn points on every dollar spent at CJ's. Accrued points can be applied to anything sold at retail sites, including tires and service. The Loyalty Rewards program includes monthly promotional deals, such as \$10 off a car inspection or special tire financing, and a free enrollment bonus. When customers sign up, either online or in a CJ's store, for Loyalty Rewards, they automatically earn five dollars-worth of points.

Customers should remember that Loyalty Rewards points can only be used on future purchases. They are not redeemable for cash. Commercial, fleet, and government vehicles are excluded from this particular loyalty program. They are instead covered by CJ's Commercial Advantage Program.

## Aiding business owners with CJ's Commercial Advantage Program

For business clients, and especially those who manage several commercial vehicles, CJ's created its Commercial Advantage Program. Commercial Advantage aims to help fleet owners track and control their costs. It features discount pricing on parts and labor for vehicle repairs as well as discounts on tires and installation. These cost-cutters apply not only to a company's commercial vehicles but also to its employees' personal automobiles. This allows both the

business and its employees to save money on automotive maintenance and repairs.

Additionally, the program gives customized pricing on automotive maintenance. It keeps maintenance records so that service reminders can be emailed in a timely fashion. It supports a large number of national fleet accounts, including Avis, CarAdvise, Donlen, EmKay, Enterprise Fleet Management, GSAFleet, and Merchants Fleet.

Bolger pointed out that CJ's business development manager, John Adiletto, has been integral to the success of the Commercial Advantage Program. According to the company's website, he "has led operations, driven growth, and developed strategic solutions for commercial fleet

clients, creating tailored plans that meet client needs while staying within budget."

Furthermore, John is an expert at helping customers select the right tires to meet their needs. In his spare time, he attends in-person, interactive events to test tires firsthand, including a recent off-roading tire tour in Utah.

Adiletto has been with CJ's for eight years. During his tenure, he also served as store operations manager at CJ's Tire and Auto in Lionville, PA.

## Further enhancing CJ's through internships

In 2025, CJ's saw its internship program kick into high gear with three new interns. These college students rotated through all of CJ's departments, working in everything from marketing and accounting to sales and inventory.

"It's a great opportunity for them to see how a business works," said Bolger. "It gives kids a chance to see what they'd really be doing in a job. Through these hands-on experiences, it helps them make sure they're choosing the right majors."

She added that all three interns have obtained positions at CJ's and have jobs in departments that differ from where they may have originally considered working. She noted that Brady Benson now works in CJ's marketing department.

"I never thought I'd see that day-to-day business," said Benson, who graduated in

December 2025. "In school, I'd never really pictured it like that. It was a great opportunity to see how a business ran behind the scenes. It really opened my eyes to what I wanted to do after college."

Benson is an associate marketing manager at CJ's.

Interns are largely found through word-of-mouth and not through formal advertising or recruiting, Bolger said. She added that students don't need to be business majors or have a business background to apply. Anyone interested in interning at CJ's should call 610.404.0224 for additional information and to set up an interview.

## CJ's Cares

To further support the communities in which it operates, the company continues to run its longstanding donation program, CJ's Cares. With it, CJ's raises funds for regional charities. Similar to receipt round-up programs that have become somewhat common in grocery stores, with CJ's Cares, customers are asked to round up their invoices. The difference is then donated to one of four charities. With customers who purchase tires, CJ's gives a dollar per tire to the designated nonprofit.

Each year, CJ's selects four different organizations to be the beneficiaries of CJ's Cares. In December 2025, the business presented a check for \$18,000 to St. Jude Children's Research Hospital. This year, it will support St. Jude again as well as the PA Breast Cancer Coalition, Special Olympics, and Animal Rescue League of Berks County.



Grand Opening event at CJ's newest location in Willow Grove

CJ's is also a yearly sponsor of Lancaster's "Fallfest" country music festival and of Northern Berks County National Night Out (NNO). According to the Northern Berks County NNO website, the event "aims to strengthen the relationship between law enforcement and the communities they serve, fostering a safer and more connected environment for all" and features food, games, and informational booths at the Berks County Fairgrounds in Leesport.

For its generosity and commitment to service, CJ's has received a Shining Light award from the PA Breast Cancer Coalition. Furthermore, it has been named a distinguished honoree of the Animal Rescue League of Berks County. Since 2021, the business has donated over \$250,000 to food banks, animal shelters, and children's hospitals, among others.

The desire to help its communities is evident not only in the company's charitable giving but also in its warm, friendly attitude toward its customers.

### Still the experts on tires

While CJ's provides its customers with comprehensive car care, it's worth remembering that the business got its start with tires and remains an expert in this area. Don't know when you should replace your tires or which ones best suit your vehicle or your driving habits? That's not a problem. CJ's associates are up-to-date on the latest tire and automotive technology. Once they determine the proper tire size, they can make recommendations on what tires would work best for a specific vehicle and its use.

CJ's has over 150,000 tires in stock at its distribution centers, giving customers a range of choices and prices. Among the



brands on offer are Continental, Falken, General, Maxxis, Pirelli, and Yokohama.

No matter what brand a customer chooses, CJ's recommends that drivers invest in all-weather tires. A newer cold-weather product, all-weather tires are comprised of a different rubber compound than all-season tires. For that reason, all-weather have the firm grip of traditional winter tires along with the durability of all-season tires. These tires perform well year-round in all types of weather. Generally, all-season tires are good for three seasons, but all-weather truly address all types of weather, including inclement winter conditions. Unless the customer drives in extreme winter

weather that calls for snow chains, all-weather tires will afford the maximum amount of safety on the road.

All-weather and all-season tires can last for up to 100,000 miles before needing to be replaced. Premium all-weather tires and premium all-season tires are priced similarly. Manufacturers of all-season tires, such as Bridgestone, Firestone, Continental, and General, produce all-weather tires as well. CJ's has a wide selection of all-weather tires to fit every budget. If a customer finds the same tire for a verifiable, lower price at a tire dealer located within a 25-mile radius of a CJ's location, the business will not only match, but beat it by \$5 per tire.

Note that April is "Road-Trip-Ready" month at CJ's. This promotional event makes April the perfect time to give vehicles that seasonal TLC. It will ensure that they, and you, enjoy safe driving throughout the warmer, road-trip-friendly months.

For further information about CJ's Tire and Auto or to schedule an appointment, please visit <https://cjtire.com/>.



### KNOWING WHEN IT'S TIME TO REPLACE YOUR TIRES

Many of us rely on yearly automotive inspections to tell us whether it's time to replace our tires. If you don't want to risk decreased handling, traction, and fuel efficiency due to badly worn tires, keep an eye out for these four visible signs, courtesy of the American Automotive Association (AAA). Any one of these could mean that you shouldn't wait until your yearly inspection to replace your tires.

- **Sidewall cracks:** These may indicate that your tire has a leak or its treads are separating. If left unaddressed, sidewall cracks can lead to a tire blowout, which no one wants to experience.

- **Worn-out treads:** If your tire treads are low, they have less grip on the road. To avoid slipping and sliding on the highway, take a quarter and insert it into your tires' treads. If the top of George Washington's head is visible, your tread is too low and it's time to replace that tire. If the top of Washington's head sinks deep into the tread so that you can't see it, you have enough tread to keep on driving safely. Tire-tread depth should never go below 1/16th of an inch.

- **Sidewall bubbles or bulges:** As with sidewall cracks, these indicate that your tire is likely to experience a blowout. Get that tire replaced as soon as possible.

- **Unevenly worn treads:** Although this might not be reason alone to replace your tires, you should have them checked and then rotated and balanced so that they wear evenly. Likewise, confirm that your tires aren't over- or under-inflated, which can cause uneven wear.