



Tarmo Hannula/Register-Pajaronian

Armando Zepeta balances a wheel at Lloyd's Tire Service, 2025 Freedom Blvd. Thursday, one day before Lloyd's closed the branch.

Lloyd's Tire Service closes Freedom shop

Owner: Santa Cruz County business to focus on Santa Cruz location

REGISTER-PAJARONIAN STAFF REPORT

The South County branch of Lloyd's Tire Service has closed its doors after more than six years at 2025 Freedom Blvd.

Owner Larry Johnson cited lackluster sales as the main reason for the closure.

"We enjoyed being in Freedom; it just didn't grow as expected," he said.

At the Santa Cruz branch, which has been in business

since 1940 and at its present location for 50 years, business is booming, Johnson said.

"We're growing and expanding and doing very well," he said.

Johnson said the company is expanding its business at the Santa Cruz branch, adding one bay and introducing a "quick lube" service for same-day oil changes.

See LLOYD'S, page A8



Tarmo Hannula/Register-Pajaronian

Mike Boffy puts the final touches on a repair of a flat rear tire at Lloyd's Tire Service Thursday.

LLOYD'S

From page A1

Two employees will transfer to the Santa Cruz location, while Armando Zepeda will stay

in Freedom to work for Young's Tire Service. Zepeda said he had worked at the Freedom location for four years, and though he's enjoyed working for Lloyd's, was disappointed it was closing.

In a press release, the com-

pany thanked its South County customers and stated that it would honor all warranties at the Santa Cruz store.

...

For information about Lloyd's Tire Service, call 426-4363.