

HARBOR FREIGHT NAMED TO WORLD'S BEST BRANDS LIST 2024 BY TIME

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CALABASAS, CA – Harbor Freight has been named to the World's Best Brands list 2024 by TIME.

TIME partnered with data and insights firm Statista to determine the list that recognizes the top brands across the globe.

For its U.S. list, Statista conducted an independent survey, gathering data from more than 22,000 consumers. The score and ranking received was based on brand awareness, social buzz, likeability, and loyalty. Awards were provided to the top five brands with the best results in each category including hardware stores.

This was the inaugural list for TIME World's Best Brands, and the data was collected between August 2023 to October 2024.

The full list can be viewed [here](#).



About Harbor Freight

Starting in 1977 as a Southern California based mail order business, family-owned Harbor Freight has become America's leading tool store, offering unbeatable value to over 75 million professional and DIY customers. The company has assembled a dream team of engineers and experts from across the tool industry to develop an incredibly wide assortment of tools offered exclusively at Harbor Freight that deliver the same quality and performance as leading competitors but at a fraction of the price. With over 1550 stores nationwide, Harbor Freight is one of America's fastest growing retailers.

Harbor Freight puts people first...its customers and its 29,000+ team members. The company was recently certified as a Great Place to Work™ for the second year in a row. It has also been recognized by *Forbes*® as one of the 20 best large companies to work for in retail for four years in a

row, one of the nation's best employers for veterans, and one of the 20 best large retail employers for women.

Harbor Freight locations are open 7 days a week, Mondays through Saturdays from 8 am to 8 pm and on Sundays from 9 am to 6 pm (although some store hours may vary).

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