



Newsletter for GT Radial Commercial Tire Customers - April 2013



**New Online
Training Program
for GT Radial
Dealers!**

GITI Tire USA launched
Tread Academy this



J-Mar Express Finds Success with GT Radial

The testimonials from fleets on GT Radial truck tires just keep

[Tread Academy](#) this month, an online training program designed to help GT Radial dealers effectively sell to their customers.

The GT Radial Certified Professional Program is a quick and straightforward way to learn specifics about products and become certified in various program modules.

For TBR tires, there are modules on Introduction to Commercial Tire Sales and Advanced Commercial Tire Sales.

The site, which is PC, Mac, iOS and Android compliant, contains study guides that explain the market positioning and applications for each product, as well as

rolling in! The latest is from one of the most respected long haul carriers in the land -- J-Mar Express of Searcy, Arkansas.

"J-Mar Express was looking for a way to lower tire costs while maintaining fleet uptime," explained J-Mar Express Vice President Lannie Martin.

"We put a few sets of the [GSL213 FS](#) on steer, [GT669+ FS](#) on drive and the [GT979](#) on trailer to monitor how they would perform against our top performing products," Martin said.

"Through our testing we found that the GT Radial products offer a lower cost per mile than our previous best performing products, with no disadvantages."

Martin added that it became clear to his company that GT Radial wear life and retreadability are comparable to the best known and respected truck tire brands in the business.

J-Mar Express Inc. is a long-haul, high mile fleet that operates 45 tractors and 74 refrigerated trailers. Specializing in the hauling of refrigerated goods from coast to coast, J-Mar has been a shining example of a very well-managed, well maintained trucking company since 1960.

**COVERED FOR
TWO RETREADS?**



product photos and features. Also included is background information on the company and important facts about tire classification, manufacturing materials and more.

Each module operates as a mini test; once users pass, they move on to the next module.

“Our dealers play an absolutely critical role in communicating the features and benefits of GT Radial products to end users,” said Julianto Djajadi, vice president of marketing for GITI Tire USA. “Our goal is to help dealer personnel understand everything they need to know to effectively assist and advise their customers.”



TEN-FOUR!

From tires to fuel, every cent saved can mean the difference between a healthy operating margin and mere survival. We get that. That's why we have one of the best limited-casing warranties in the industry. It covers not just one, but TWO retreads.* When you sell a GT Radial, you're giving your customer a much-needed advantage, and ultimate peace of mind.

GT668

gtradiatrucklines.com

GT RADIAL
Experience the Performance

*For 12 months from date of manufacture, whichever comes first. Scan the above QR code, or visit gtradiatrucklines.com for complete warranty terms.

Did you know that GT Radial offers one of the best limited casing warranties in the industry? [Click here to see the full size ad](#) that appeared in the April 1 issue of Tire Business.

And, [click here](#) to learn more about this outstanding warranty.



Joe Anzelmo, senior manager of advertising and promotions for GITI Tire USA, said the online site is user friendly.

Participants see only what is relevant to them and are able to easily track where they stand on completing the various modules.



Chance to Win \$50!

Answer this question correctly and you could win a \$50 gift card (must be a GT Radial customer to participate). All correct answers will be entered into a drawing for the gift card



Margo Sorensen with GT Radial drifting competitor Tyler Wolfson

Meet the GT Radial Team

Margo Sorensen has been a dedicated Customer Sales Representative with GITI USA for over two years and is a proud member of our team. Her experience in the tire industry totals more than five years, however, as Margo previously held the position of Operations Manager for TCI Tire Centers. You may already know her, but here's a few fun facts about Margo you may not be aware of:

Describe your position at GITI Tire.

I work in Customer Service/Inside Sales.

What are your main responsibilities?

Working with our customers, placing their orders, monitoring back orders and making sure the customer is well informed and knows I am taking a personal and professional interest in them.

What are your personal goals for doing an effective job?

I believe creating a rapport with each customer is very

Your customer needs tires for the front axle of his 3-axle garbage dump trucks (Capacity: 64,000 lbs.; 20,000 lbs. in the front). Which GT Radial tire would you recommend?

Need help? [Go to this page on the GT Radial website.](#)

Send your answer to [this email](#) by May 5, 2013 to be eligible for the gift card drawing.

important. If you know your customer, you are better suited to meet their needs.

Where were you born?

San Pedro, California

What is your favorite movie?

Depends on my mood; if I need to laugh my go-to movies are *Fast Times at Ridgemont High* or *Animal House*. If I need to cry, I turn on *Steel Magnolias* or *Terms of Endearment*.

Who is your favorite author?

Stephen King

If you could have dinner with a famous person (living or deceased) who would it be?

William Jefferson Clinton

What did you want to be when you were growing up?

I wanted to teach high school English and drama.



GITI Tire (USA), Ltd.
10404 Sixth St.
Rancho Cucamonga, CA 91730-5831

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