



Newsletter for GT Radial TBR Customers -- August 2011 Edition



GT Radial GT979 FS

GT Radial GT979 FS Trailer Tire Earns SmartWay Verification

Fleets interested in lower cost per mile and better fuel economy can now have a SmartWay-verified GT Radial tire for every axle position with the recent verification granted to our GT979 FS.

Our trailer tire joins the GSL213 FS steer tire and GT669+ FS drive tire which are already [SmartWay](#) verified by the U.S. Environmental Protection Agency (EPA), which means that these products comply with the federal requirements for Rolling Resistance and therefore contribute with the reduction of the level of emissions and provide an estimated fuel savings of three percent or greater against market leading on-highway commercial truck tires.

"This is an important milestone for us and our customers considering that trailer tires have the biggest impact on fuel economy and represent the biggest tire position population in the average fleet," says William Estupinan, Director of Technical Service in North and Latin America for GITI Tire. "This verification places GT Radial in the group of leading truck tire brands in the industry."

According to GITI Tire, on a tractor-trailer combination, the steer tires contribute 15-20 percent of the tires' overall contribution to fuel economy, drive tires 30-40 percent, and trailer tires about 40-50 percent.

The GT Radial GT979 FS will provide long tread life and reliable retreadability for long haul operations. Its five streamlined ribs and shallow tread will provide even, smooth wear due to its balanced contact pressure distribution. The tire's solid shoulders will prevent damages in the tread during turnings and curbing.

This product will be available in the following sizes: 295/75R22.5, 11R22.5 (14 and 16 ply), 11R24.5 (14 ply), and 285/75R24.5.

About SmartWay

The EPA evaluates the fuel saving benefits of various devices through grants, cooperative agreements, emissions and fuel economy testing, demonstration projects, and technical literature review. Through SmartWay, the EPA certifies certain technologies as providing fuel saving and/or emission reducing benefits when used properly in their designed applications.

For commercial truck tires, SmartWay certifies which tire products provide a reduction in emissions and an estimated fuel savings of three percent or greater, relative to the "best selling" new tires for line haul trucks, when used on all five axles on long haul class 8 trucks.

Autumn TBR Special!

We are pleased to announce a special on certain lines of our TBR products from our Distribution Centers. Effective August 23, 2011, through December 31, 2011, the following specials will apply:

- **\$10 discount on 19.5 rim size (GT279, GT879 & GT678), after Dealer Price**
- **\$5 discount on 17.5 rim size (GT979 & GT879), after Dealer Price**

We remain committed to provide you on a sustainable basis with the best quality products, at a competitive price, combined with a premium level of service.



Ken Newsom

Two Commercial Tire Veterans Added to the GITI Team

Ken Newsom has 35 years in the tire industry. Justin Wright was accompanying his father on fleet inspections at age 10. Both are bringing their considerable experience and expertise to GITI Tire USA.

Ken Newsom

Newsom was formerly Southeastern Director of Sales for Toyo Tire where he was instrumental in establishing the national account program. He will be responsible for GT Radial commercial tire sales in the southern region, including: Missouri, Arkansas, Louisiana, Kentucky, Tennessee, Mississippi, Alabama, North Carolina, South Carolina, Georgia and Florida.

"We are very happy Ken Newsom is now a member of the GITI Team. His proven talent, success and experience will be a great asset to GITI dealers and fleet customers," says Kevin Burkly, Eastern Division Sales Director.

Married for 37 years with two sons and two grandchildren, Newsom enjoys fishing, hunting and motorcycles as leisure activities.

Justin Wright

Wright is serving as Regional Sales Manager Commercial Tires for the Western Division. He will focus on Texas, Oklahoma, Kansas and Nebraska.



Justin Wright

At age 30, Wright already has an amazing 20 years' tire experience, having worked alongside his father, Larry Wright. In 2005, he joined one of the industry's leading bolt-on dealers, Southern Tire Mart. His positions there included salesman, sales manager and center manager.

"Interestingly, GT Radial was one of the key brands Wright sold at Southern Tire Mart," says Western Division Sales Director John Thomas. "Our dealers will really benefit from having a seasoned commercial manager calling on them with genuine selling experience of the product."

Wright is a tried and true Red Raider; he was a member of the baseball team at Texas Tech University and graduated with a Bachelor of Science in Exercise and Sports Science.



Did You Know That . . .

The GITI Tire Anhui plant, the company's first and largest facility in China (founded in 1993), is located in one of the most important cradles of China's pre-historical civilization.

It has been discovered that humans inhabited the Anhui site of the Inverted V Cave (the shape of the Chinese character for "man") as far back to 2.5 million years ago.



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