



## Newsletter for GT Radial Commercial Tire Customers - August 2013

### GT Radial Booth Well Received at Great American Trucking Show

A steady stream of attendees at the Great American Trucking Show on August 22-24 in Dallas, TX, visited the GT Radial booth to check out the GT Radial Commercial Tire line and talk to the GT Radial commercial sales team.

More than 300 of the booth visitors entered a drawing for a pair of [GSL213FS](#) long haul steer tires. Ken Augustine of Iowa, LA, was the lucky winner, and he was quite excited!

"There were over 50,000 attendees at this year's show interested in checking out the vendors' products with benefits to their fleet," said Justin Wright, Product Marketing



*The Hillis Group is finding success with the [GT876](#) in Middle Tennessee quarries.*

### Rock and Quarry Hauling With the GT876

Manager, Commercial Tires, for GITI Tire USA. "The sales team will be following up on numerous good leads with OEMs and fleets interested in performing competitive evaluations with GT Radial against their current tires."

Products receiving strong interest included the:

- [GT01](#) mixed service all-position tire designed for heavy front axles.
- [GT668](#) regional drive tire that provides long tread life and reliable traction.
- SmartWay-verified [GSL213FS](#) long haul steer tire which is now available in 16 ply.
- [GT979FS](#) long haul trailer tire which has also received SmartWay verification.
- SmartWay-verified [GT669+FS](#) long haul drive tire featuring a special compound and tread design for long tread life.
- [GT279](#) regional steer tire for highway regional applications.

The Hillis Group LLC, a two-generation trucking company in Rock Island, TN, gave GT Radial a try a few years ago when the economy was tanking and every penny counted.

As the regional fleet found out, an attractive acquisition price is only one of many GT Radial attributes -- the trucking firm is still riding on GT Radial tires today.

As Hillis Group President and Owner Stan Hillis explained, "We started using GT Radial when the economy was in bad shape, and we were looking to keep costs under control. Since one of our most severe lines of operation is rock and quarry hauling, we decided to start using the [GT876](#) due to its excellent price and strong appearance."

Hillis added, "After two years of continued use, the GT876 has demonstrated a great overall performance with excellent wear life, high resistance to irregular wear, and high resistance to cuts and damages. A really good performing tire. We will continue



*The GT Radial booth was very active throughout the show.*



*Ruben Gallegos (left) of GITI Tire USA talks to a trucker about GT Radial's very competitive cost per mile.*



to use this and other GT Radial products."

With almost 115 trucks and more than 120 trailers and platforms, the Hillis Group encompass four companies, each delivering different services including tree nursery hauling, rock hauling and general LTL.



Designed for heavy front axles, the [GT876](#) is an all wheel position, wide base radial that provides exceptional service in on/off



*The GT Radial booth before the doors opened at GATS -- about the only time it was not busy!*



*Six major GT Radial TBR product lines were on display at GATS.*



highway and heavy haul applications.

The wide footprint provides maximum flotation, while a special cut and chip compound helps resist cutting and tearing.



*Rachel Ellis*

***Meet the GT Radial Team***



*This 2013 Peterbilt 389 and 2009 Mac trailer owned by Vinnie Diorio won the Limited Mileage Combo category in [Overdrive's Pride & Polish competition](#) at GATS.*



*A 2001 Peterbilt 379, owned by Todd Roccapriore, took home the top prize in the Limited Mileage Bobtail category.*

There are many "behind the scenes" associates at GITI Tire USA who keep the business processes flowing efficiently for the benefit of the company and our customers. One such person is Rachel Ellis:

***What is your position and responsibilities at GITI Tire USA?***

As Accounts Receivable Supervisor, I handle one of our key accounts, oversee the workflow of the AR Department and act as a liaison between AR and other departments.

***What is your approach to your job? Your goals?***

I am here to help. Whether it be a customer or a co-worker, I want to be sure everyone gets the assistance they need when it is needed. I also try to be sure everyone is on the same page and knows what to expect and what is expected of them so we can all work together and keep things flowing smoothly.

My personal goals are to get back in school



**Did you know that . . .** Giti Tire employs more than **23,000 team members worldwide**. The company sells GT Radial and other brands in over **100 countries**.



## **Giti Tire Europe Hires Michelin Executive**

Former Michelin Director Rainer Harter has been appointed by Giti Tire as General Manager D-A-CH with lead responsibility for the German, Austrian and Swiss markets

to further my education so I can be a more valuable asset. I also want to have a family some day.

### ***Where we you born?***

I grew up in Riverside, CA, but was born in Anaheim, CA.

### ***What is your favorite movie?***

Depends on my mood. In general I would say *Bridgette Jones' Diary*; the reality and irony of the situations make me laugh.

### ***Who is your favorite author?***

Again, moods, I like Dean Koontz and Jane Austen. *The Hunger Games* series was entertaining as was *Twilight* and *Harry Potter*. I also like Rita Mae Brown and Sneaky Pie Brown; basically she writes mystery novels from her cat's point of view. Silly yes but as an animal lover it is great to see something so different and entertaining.

### ***If you could have dinner with a famous***

the German, Russian and Swiss markets. He is charged with building the company's truck and bus business in the mid-range segment with a focus on creating added-value services for fleets, as well as increasing consumer tire sales in those countries.

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## **Giti Tire Supplying China's Largest Energy Company**

Giti Tire has been trusted by China National Petroleum Corporation (CNPC) and Sinopec to provide nationwide tire solutions for the third consecutive year.

CNPC is China's largest integrated energy enterprise. Giti Tire supports the whole value chain of CNPC's land transport: specialty machinery, dump trucks, intercity fuel tanker trucks, buses, and passenger cars.

Additionally, a professional service team was established to deliver technical training

***person (living or deceased) who would it be?***

Hmmm, honestly there are so many influential people in history . . . I suppose I would choose Lincoln in a pinch.

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

I wanted to be a veterinarian, a police officer, a teacher, or a marriage and family therapist. Life had other plans for me though, so here I am.

***We're glad you joined the GT Radial team Rachel and appreciate your dedication!***

to the entire fleet.



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

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