



Newsletter for GT Radial TBR Customers - Dec. 2011 Edition



Ringing in a New Year!

Thanks to our outstanding customers and hard-working associates, 2011 was a great year for GT Radial commercial tires in North America! The year 2012 promises to be even better!

Before we launch into next year, I would like to thank you for your business and wish all of you a very happy and safe holiday season -- from all of us at GITI Tire!

-- Tom McNamara, Vice President of Sales for GITI Tire North America

In 2011, our truck tires became easier to get, a little "smarter," and better known:

Distribution Center for the East

GITI Tire USA opened a distribution center in Portland, TN, to help support the company's growing footprint in the U.S. The 200,000-square-foot warehouse serves GITI customers in the eastern half of the U.S. and Midwest.



GT Radial GT979 FS Trailer Tire Earns SmartWay Verification

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

The GT Radial 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.

GT Radial Truck Tires in the News

The company launched an aggressive PR program. GITI Tire executives were quoted in trucking trade publications such as *Fleet Owner*, *Commercial Carrier Journal*, *Fleet Equipment* and *Overdrive* -- delivering the message that GITI Tire is a technologically advanced manufacturer and GT Radial tires deliver an outstanding cost per mile.



East Bay Tire Turns 65!

East Bay Tire Co. is celebrating its 65th anniversary this month!

According to *Modern Tire Dealer*, the "fourth-generation, family-owned tire dealer has made its mark as one of the premier tire wholesalers and commercial dealers on the West Coast."

East Bay has locations in Fairfield, Fresno, Benicia, Sacramento and Pittsburg, Calif., and Honolulu, Hawaii.

In the article, CEO George Pehanick says, "Part of East Bay Tire Co's success is its people. Without our expert team members and management we wouldn't be the same reliable company as we have been for the last 65 years."

Congratulations to everyone at East Bay Tire Co. from all of us at GITI Tire!

[Read the entire article in Modern Tire Dealer.](#)

A large, 3D-rendered graphic in red that says "Happy New Year 2012". The text is slanted and has a slight shadow, giving it a three-dimensional appearance.



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