

TRENDING TRENDS

GT RADIAL DEALER NEWSLETTER

February 2014



Introducing the New GDM635.

The all-new GT Radial GDM635 mixed service & on/off drive tire is now available in size 11R24.5. According to Justin Wright, Commercial Product Marketing Manager for Giti Tire USA, "We're excited to start off 2014 by offering a new mixed service product to our dealers."

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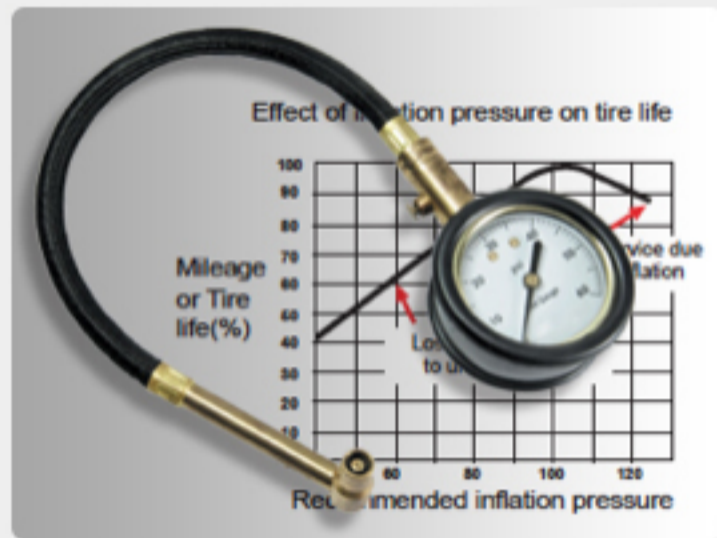


A Message from the Executive Vice President

To Our Valued Dealers:

First and foremost on behalf of the Giti Tire USA sales and marketing teams, thank you for your loyal and continuous support of our Commercial Tire programs in 2013. 2014 is here, with multiple exciting challenges and new opportunities that lay ahead of us.

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Smart, Efficient Tires = Savings.

Whether your company has one small truck, or several dozen fleets, fuel-efficient tires in the trucking world are more important than ever. And it all starts with tire rolling resistance, which, according to William Estupinan, Vice President, Technical Service for Giti Tire USA, contributes about 35% of the power requirement.

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Giti Enhances Its "Pit Crew".

Giti Tire is excited to announce that Daniel Gajewski is joining the team as Director, Supply Chain. Daniel will be leading the North American logistics charge, forecasting and inventory replenishment.

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True or False?

Tires are constructed using the same materials that clothes are made from?

Answer: True.

Cotton, polyester, rayon, nylon, and aramid are all components known to be found in the construction of tires.



Let's talk shop.

From reaching the high-tops of Harquahala Peak, to getting pro winter driving tips, all the way to Tyler Wolfson's latest XDC adventures—and a ton more—this month's blog is doing a lot of awesome talking. Listen up.

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