



**Newsletter for GT Radial TBR Customers -- July 2011 Edition**



*Eastern Division Sales Director Kevin Burkly (left) and Eastern Division Regional Sales Manager Dave Myers at the new GITI Distribution Center in Tennessee.*

## New Distribution Center Up & Running

Thanks to an outstanding team effort and in record time, the new 200,000-square-foot GITI Tire USA distribution center in Portland, TN, is shipping tires to our customers in the eastern half of the U.S. and the Midwest.

“This is definitely great news for our customers on this side of the country,” says Tom McNamara, vice president of

sales for GITI Tire USA. “This new facility will mean significant reductions in our delivery times and enable them to better manage their inventory.”

The new facility joins the existing GITI Tire distribution center in Rancho Cucamonga, CA.

## Tread & Belt Package Has Major Impact on Rolling Resistance

Three main factors impact the rolling resistance in a tire: tread compounding, tread pattern design and tire structure. Tests show over 50 percent of the rolling resistance of a tire is generated from the tread and belt package; as such, many research hours at GITI Tire are spent studying and improving these components.

GITI Tire is continually working to develop tread compounding techniques to reduce the energy absorption and consequent heat generation within the tread and belt package while, at the same time, do not compromise other important factors such as durability. The **GT Radial GSL213 FS** is a great example of our commitment to technology. This premium long haul steer tire is verified by EPA-SmartWay for its fuel saving compound which delivers low rolling resistance and better fuel economy, along with outstanding wear performance.



*The **GT Radial GSL213 FS** long haul steer tire*

The tread pattern design is also an important consideration when trying to improve the fuel efficiency of a tire -- streamlined ribs, blocks and lugs, good balance between cap and base compounds, shallower tread depth, and stiffening the belt package are all important considerations.

## A Tire Under-Inflated by 20 Percent Delivers 2 Percent Higher Fuel Consumption and 30 Percent Shorter Life

For every 10 percent of under-inflation in the tires on a vehicle, a 1 percent reduction in fuel economy will occur, which although small in appearance, is actually big when you multiply by tire positions, trucks in the fleet and miles run per year.

By running a tire constantly under-inflated by 20 percent, its tread life will be reduced by 30 percent, while 40 percent under-inflation will reduce the tire life by 50 percent; not to mention factors like: irregular wear, higher thermal and mechanical fatigue of the casing, lower retreadability and even premature failure.

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***Did You Know . . .***

***. . . Giti Tire is one of the top 10 truck tire manufacturers in the world!***



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