



Newsletter for GT Radial TBR Customers - October 2012



GT668

GT668 Ideal for Demanding Regional Applications

With a classic open shoulder pattern design and a deep tread depth, the [GT668](#) has consolidated its reputation over the years as a solid performer.

"With its combination of blocks in the center and diamond-shaped lugs in the shoulders, the GT668 delivers consistent torque power under a variety of operating conditions in regional applications including some of the demanding ones," says William Estupinan, Vice President of Technical Service for GITI Tire in the Americas.

The performance of the GT668 is confirmed by growing sales and positive customer comments. According to Pump's Tire Northern Division Manager, Kevin Vincent:

" Our customers in a variety of demanding services and applications, including construction and logging, like the durability, traction and value that the GT668 provides."

[Click here for GT668 sizes and specifications.](#)

From Bicycle Tires to Global Enterprise

Did you know that GITI Tire traces its origins back to 1951 with the production of bicycle tires in Indonesia? A [new video](#) produced for North American audiences provides a brief overview of the company's proud heritage.



[This two-minute video gives a brief history of GITI Tire.](#)

Please feel free to use this video in your marketing activities (a high res. version is available upon request). It's the latest in a series of videos on the GT Radial story in North America: [Consumer tires video](#)
[Commercial tires video](#)



Matt Tharp

Employee Q&A: Matt, the Tire Geek

Matt Tharp, Technical Service Coordinator for GITI Tire USA, likes to spend hours in big box stores like Wal Mart and Target - not shopping for the best deal on toothpaste, but rather examining merchandising!

According to Matt, "I can spend hours in big box stores studying how products are marketed, the colors that they use, the wording, where they are. What products are missing and what products need to be made?"

This makes Matt a valuable resource to our customers -- he really knows his tires and he's a student of good marketing!

Here are some more details about Matt:

Where were you born? **Atlanta, GA**

What is your favorite movie? **So many...but one has to be *Planes, Trains and Automobiles***

Who is your favorite author? **Once again, so many...but just one, Chuck Palahniuk**

If you could have dinner with a famous person (living or deceased) who would it be? **Jiddu Krishnamurti**

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



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