



Newsletter for GT Radial Commercial Tire Customers - October 2013



Featured Product
GT Radial GT876
Designed for heavy front



Williamson County Ready Mix in Tennessee runs most of

Designed for heavy front axles, the GT Radial [GT876](#) mixed service radial continues getting rave reviews across the nation for its durability in harsh working environments such as construction sites, ride comfort, and retreadability.

The GT876 features a special cut and chip compound which provides high resistance to cutting and tearing.

The on/off highway tire's wide footprint provides maximum flotation while an aggressive tread pattern delivers superior traction. Also, the tread is very deep which contributes to extended tire life.



its mixers on [GT Radial GT876 tires](#) because they resist cuts in construction yards, their drivers love the smooth ride, and the casings are strong in retreading.

GT Radial GT876 Provides “Happy Medium” for Concrete Company

With two plants, 38 heavy duty mixers and an outstanding reputation, Williamson County Ready Mix (WCRM) is taking full advantage of a booming construction industry in Middle Tennessee.

In fact, about the only thing that can slow the 50-year-old company down is down time and early removal of tires on its Freightliner and Oshkosh trucks due to cuts and snags in harsh operating conditions.

Here's what WCRM Director of Maintenance Dave Pickard and WCRM Shop Manager Steve Tschannen had to say in an interview:

Q. Dave, how would you best describe how the GT Radial GT876 meets your fleet's needs?

"Well there's no doubt that Michelin has an outstanding casing for retreadability, but if the tire doesn't live that long, the high acquisition cost is a problem. The GT Radial tire delivers a happy medium for us – fair price, good ride, good wear and a dependable casing for retreading."



Bryan Younger

Meet the GT Radial Team

As IT manager for GITI Tire USA, Bryan Younger's responsibilities include making sure that the company's online properties utilize the latest technologies and work properly 24/7.

Here are some insights about Bryan:

Where were you born? *Los Angeles, California*

-- Dave Pickard



Dave Pickard (middle) and Steve Tschannen (right) of Williamson County Ready Mix explain why they prefer the [GT876](#) to William Estupinan, Vice President of Technical Service for GITI Tire in the Americas.

Q. Dave mentioned that the GT876 delivers a good ride. Steve, you talk to your drivers daily. Is this the feedback you've received from them?

Absolutely! Our driver complaints have gone way down since

California

Your favorite

food? *Coffee. Not quite a food, but if man could survive on coffee alone, then I would be a happy man.*

Your favorite movie?

Nightmare before Christmas . . . for its soundtrack, character design and animation style.

Any kids?

2 girls, a little ballerina and a little Hulk.

Your favorite travel destination?

Bali, Indonesia and Shanghai, China

If you could have dinner with a famous

we started using the GT Radial tire about three years ago. There's been less of a trueing problem than with some of the other brands. The GT Radial tire has zero vibrations and less bounce -- an overall smooth, quieter ride that our drivers love!"

-- Steve Tschannen

Q. You guys have been in business a long time. What have been the secrets to your success?

"We are what I would call a mom and pop operation. We focus on providing a quality product and always treating our customers and employees fairly. Having dependable suppliers is also an important key, and we really value the relationship we've developed with GITI Tire USA."

-- Dave Pickard

[Click here to download the complete testimonial from Williamson County Ready Mix.](#)



person (living or deceased) who would it be?

Louis Armstrong -- How amazing would it be to share a meal with the Godfather of Jazz?

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

I have always liked to build and create. From Legos and school Dioramas to computers and websites, I was at my happiest in the middle of bringing a project together.

Today I still feel that same enthusiasm as we bring online new solutions and tools for the teams here at GITI Tire.



The [GT876](#) is as tough as nails, which is good because Williamson County Ready Mix runs over nails, rebar and just about anything else you can find in a construction yard. Company officials say this GT Radial mixed service tire is one of the best for resisting cutting and tearing.



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