



**Newsletter for GT Radial Commercial Tire Customers - September 2013**



**GT668**



*The intermodal business is extremely cost competitive. That's why Value Logistics values the GT Radial cost-per-mile.*

## Product Feature: GT668 Drive Tire

Do you have a customer base that includes regional fleets?

If so, we suggest the **GT Radial GT668** for long tread life, reliable all-season traction and value.

The GT668's aggressive tread pattern provides powerful wet and dry traction, while the tread's alternating block design facilitates even force distribution to the tread in order to resist irregular wear. The tire's deep lug tread contributes to long wear life.

The GT668 is available in the six key sizes:

- 11R22.5 16 PR
- 11R22.5 14 PR
- 295/75/R22.5 14 PR
- 11R24.5 16 PR
- 11R24.5 14 PR
- 285/75R24.5 14 PR

## Memphis Intermodal Service Gains Edge with GT Radial

Competitive pricing is the key to success for Value Logistics, a regional intermodal service in the Memphis, TN, area.

Tires being one of their highest operating costs, the Memphis fleet gave GT Radial a try due to the very competitive acquisition price.

What Value Logistics discovered is that GT Radial truck tires deliver a low cost per mile because their **GSL213FS** steer tires and **GT669+FS** drive tires also last a long time. Now, GT Radial is their primary tire.

According to Bruce Rushing III, director and part owner of Value Logistics, Inc., "The key to our success is our competitive pricing. We have found that the GT Radial GSL213FS and GT 669+FS are low cost per mile and very durable products."

Rushing added, "Using the GT Radial products on our fleet lowers our operating



**Did you know that** . . . All seven Giti Tire plants, which produce 140,700 tires daily, have obtained ISO/TS16949:2002 accreditation? This is the highest standard of quality control.

The plants have also received ISO14001 Environmental Management System Accreditation, which is a family of standards related to environmental management. These standards help organizations minimize how their operations negatively affect the environment and comply with applicable laws and regulations.



**United Kingdom Fleet Specifies**

costs and improves profit, giving us a cost advantage in the intermodal markets.”

Value Logistics, Inc. owns over 20 trucks and hires owner operators to support variations in business demand. The company suggests that their owner operators also use GT Radial products to lower their costs.



The GSL213FS steer tire is SmartWay-verified. This tire offers low rolling

## GT Radial GT876 as OE on New Trailers

The **GT Radial GT876** mixed service tire, which is receiving rave reviews from U.S. fleets for its durability, has been selected as original equipment by Bartrums Warehousing and Distribution on 10 Wilcox 70 cubic yard, plank-sided tipping trailers.

GT Radial was selected as the primary tire for the entire fleet following a two-year tire evaluation program for various GT Radial patterns across different vehicle types and wheel positions.

Operating over 400 trucks and trailers, the Suffolk-based transport company specializes in haulage, warehousing and distribution for blue chip companies requiring full and part load distribution throughout the UK.

The GT876 is designed for on and off road applications with higher loads. A wide base, extra deep tread design with anti-cut compound and stone ejectors minimizes tread tearing and casing damage while providing exceptional

resistance, providing better fuel economy. In addition, the GSL213FS has a very competitive acquisition price, long tread wear and durable casing, backed with a solid industry warranty.



*Tami Sisson*

### Meet the GT Radial Team

Tami Sisson joined GITI Tire USA as



traction.

David Reid, Transport Fleet Engineer for Bartrums, said: "In October 2010, we entered into a comprehensive tire evaluation program with GT Radial to benchmark the product range against premium brands, and the overall performance and price per kilometer from the mid-tier range was exceptional."

"Over the last two years the day-to-day operations and savings have completely justified our decision, and as such we are more than happy to request the GT876 as OE for our new Wilcox trailer fleet," he added.



Marketing Communications and Events Coordinator less than a year ago, but has already made a tremendous contribution to increasing brand awareness with end users and ensuring that GT Radial is communicated in a creative, consistent manner.

Here are some interesting facts about Tami:

***Where we you born?***

Orange, California

***What is your favorite food?***

I love trying everything, but I'll never say no to a good sushi dinner.

***What is your favorite movie?***

I'm a hopeless romantic... It's "Love Actually."

***Who is your favorite author?***

I'm a huge fan of Italy, renaissance art history, mystery and symbolism. Add a good old fashioned threat to civilization and Dan Brown has covered it all.

*If you haven't joined the GT Radial Commercial Tires North America Facebook page yet, [check it out!](#) More trucking professionals are becoming fans every day, so it's a great place to gain insights into potential customers and a truck tire brand that is rapidly gaining momentum in North America.*



*If you have employees or customers wanting to learn more about GT Radial commercial tires, this [90-second YouTube video](#) provides a great overview.*

***Do you have any pets?***

I have a Lab-Terrier mix named Jax and yes, a Chihuahua named Carlos.

***Do you have any kids, how many?***

I have two and they are quite furry and fond of chew toys.

***What is your favorite travel destination?***

Can you guess? Italy.

***What type of music do you like and your favorite singer or group?***

I'm a former punk rocker who's somehow now a fan of John Mayer and Sara Bareilles.

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

Leonardo Da Vinci.

***What is your hobby?***

Back when I had free time, I was a pretty decent portrait artist.

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

I wanted to be a Disney artist.

It is clear that Tami has a creative side, which has shown up often in her work on collateral materials and ads. Welcome aboard Tami and thanks for all your contributions!



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