



## TRENDING TRENDS

GT RADIAL DEALER NEWSLETTER

May 2014



### Low Rolling Resistance Tires.

The largest expense for any trucking company is probably the cost of fuel. It accounts for 39% of all expenses. A single commercial truck can use as much as \$70,000 worth of diesel, which is around 20,500 gallons. Therefore, a 20 truck fleet can save as much as \$42,000 in a year by using SmartWay-verified tires.

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### Tread Academy Upgrades:

The GT Radial Tread Academy is expanding with the inclusion of new products in the certification curriculum and French translations for new content. The user interface has also been upgraded with improved graphics and new product photography. Our new and improved graphics include intuitive highlights and bullet points that list major elements from the study materials.

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### Tire of the Month – GT979FS.

For the month of May, we are featuring the GT979FS as our Tire of the Month. The GT979FS is a robust long haul Trailer Radial that is designed to provide long tread life and reliable retreadability. Strong shoulder ribs are engineered to maintain high resistance to scrub and lateral forces. This SmartWay-verified tire's tread is constructed with a fuel saving compound that delivers lower rolling resistance and higher fuel economy.

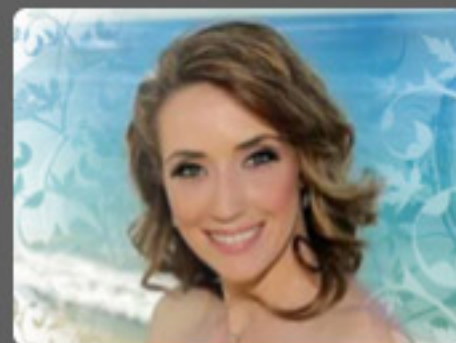
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### Giti Tire Returns to Pikes Peak .

Giti Tire is returning to the historic Pikes Peak International Hill Climb on June 29 after playing a key role in last year's electric division victory by Nobuhiro "Monster" Tajima and his "Monster Sport E-Runner Pikes Peak Special." Tajima, a legendary Pikes Peak champion, will be driving the 2014 Monster Sport E-RUNNER Pikes Peak Special in the 92nd running of the Pikes Peak event.

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### Introducing: Shannon Jones.

Giti Tire would like to welcome the our new Customer Service Manager, Shannon Jones. Shannon is an energetic individual with over a dozen years of tire-related customer service experience. She is eager to share new ideas with the customer service department that will help better serve our customers and provide internal support for our sales reps.

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### The Trivia Zone

**Q:** Which direction do the cords in a radial tire run?

**A:** In radial tires, the cords run perpendicular to the tread. The cords run at an angle to the tread in diagonal bias tires.