



TRENDING TRENDS

GT RADIAL DEALER NEWSLETTER

September 2014



Giti Tire North American R&D Center Lands in Uniontown, OH.

The new Giti Tire R&D Center for North America has found its home in Uniontown, OH, located just south of Akron, in a facility that contains both offices and workshop space. A very highly experienced tire design and development team has been assembled at the center in the period of less than one year since its inception at its new location. The address of the Giti Tire North American R&D Center is 3755 Boettler Oaks Drive, Suite A, Uniontown, OH, 44685.

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"GATS All Folks"

Reportedly the nation's second largest trucking trade show, GATS offered attendees a wide variety of industry exhibitors and informational sessions. Whether your purpose was to find a job, attend a free educational seminar, get a complimentary driver health screening, acquire the latest information from top industry suppliers or simply admire the custom rigs in the Pride & Polish Truck Beauty competition, GATS was the place to be for trucking professionals.

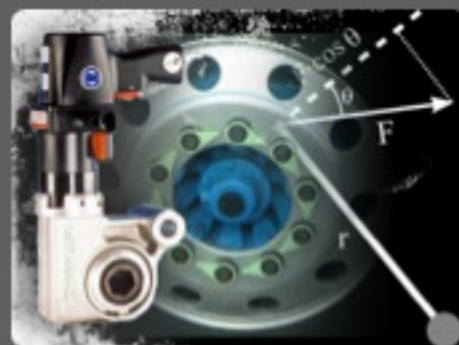
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Fracking Presents Opportunities for Tire Dealers.

Hydraulic fracturing or "fracking" has certainly been good for the U.S. economy, and typically what's good for the economy is good for commercial tire dealers. The positive impact on medium/heavy truck tire sales from this energy sector windfall is even more significant because the rural areas where most of the hydraulic fracturing is taking place do not have the most up-to-date roads and highways.

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To Torque and Serve.

As a commercial tire dealer, you have just finished a long hard week at work. You are at home with your family and receive a call that a trailer your shop had changed the tires on recently was involved in a wheel-off incident resulting in personal injury. You think it is unlikely that your shop is culpable in this incident, but then you start picturing the devastation that can be caused by a 200 lb. tire and wheel assembly freewheeling uncontrolled and unrestricted down a street or highway at 60 mph. You start to worry.

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Visit Our Online Resources Page.

We have added more online resources to the GT Radial Truck Tires website. Simply select the link in the main navigation menu to access our library of printable product guides and product sheets. You can also search for technical bulletins and browse through our newsletters archives.

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Introducing: Mike Meelem, Motorsports Marketing and Education Manager.

Join us in extending a warm welcome to the newest member of the Giti Tire, USA marketing team. Mike Meelem, a native of Hacienda Heights, CA, is charged with overseeing team operations in the current Formula Drift Series as well as exploring new opportunities to expand GT Radial brand awareness in and around the world of motorsports. As a proud father of twin sons and weight lifting enthusiasts, Mike is proving to be a great addition to the team.

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