



**Newsletter for GT Radial Commercial Customers**



*The new GT Radial booth will make its debut at the Mid America Trucking Show in March.*

### **Making the Smart Move with GT Radial SmartWay Tires**

The overriding message for Mid America Trucking Show attendees who visit the GT Radial booth will be: **IT'S A SMART MOVE TO RIDE ON GT RADIAL SMARTWAY TIRES.**

Billed as the largest heavy duty trucking event in the world, Mid America is scheduled for March 22-24 in Louisville, KY. Attendees -- owner operators,

drivers and fleet managers -- will have the opportunity to see the latest in trucking technologies and products showcased in more than one million square feet of exhibits.

At the GT Radial booth (#68196), attendees will see the full GT Radial SmartWay line-up -- the GSL213 FS steer tire, GT669+ FS drive tire, and GT979 FS trailer tire -- and have the opportunity to talk to GITI Tire engineers about the company's focus on R&D and quality manufacturing.

"We have a great story to tell for the GT Radial brand in terms of cost-per-mile, fuel efficiency and our product line-up," says William Estupinan, Director of Technical Service for GITI Tire in the Americas.

The company is using online advertising, social media and in-booth contests to drive booth traffic.

### **The GT Radial SmartWay Lineup**

The GT Radial GT979 FS trailer tire received SmartWay verification last year, which means that our commercial customers now have a GT Radial SmartWay tire for every axle -- the GSL213 FS steer tire and GT669+ FS drive tire became SmartWay verified in 2010.

Verification by the Environmental Protection Agency's SmartWay Program means that the products comply with federal requirements for rolling resistance. SmartWay truck tires provide an estimated fuel savings of three percent or greater against market leading on-highway commercial truck tires.



*GT Radial GT979 FS*



### **Team Member Profile: Customer Service Rep. Tricia Porter**

For our customers who work with Customer Service Representative Tricia Porter on a regular basis, they know her as responsive and very organized. But what else do they know about Tricia; here are some insights:



Tricia Porter

**Where were you born?**

*I was born in Cody, WO, but really grewup in Whittier, CA.*

**What is your favorite food?**

*Pizza. My favorite pizza place is Pizza Mania in Whittier.*

**What is your favorite movie?**

*The Notebook. But I also really like the Twilight Series.*

**What characteristic do you most admire in people?**

*Honesty. Loyalty.*

**What characteristic do you least admire?**

*Greed. I also have a pet peeve about people who are not organized.*

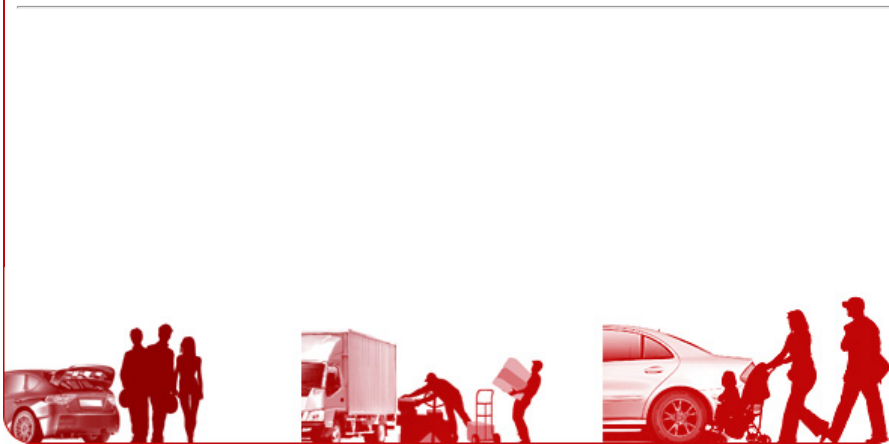
**What do you drive and what tires do you drive on?**

*I have a Toyota Highlander, and I love the smooth ride and good handling provided by my GT Radial Savero HT2 tires.*

**Name a smart move that you have made in your life?**

*Well, I would say knowing that it was the right time to leave my former company to join GITI Tire.*

Good answer Tricia! We're very glad that you made that move!



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