



Newsletter for GT Radial Commercial Tire Customers - July 2013



**Demand is High for our New
16 Ply Rated Steer Tire**

The new 16 ply version of the popular [GSL213FS steer tire](#) is definitely making its mark with brisk sales and media stories.



**GT Radial Truck Tires at the 2013
Great American Trucking Show**

GT Radial truck tires will be on display at the 15th annual Great American Trucking Show, the nation's second-largest trucking trade show to be held August 22-24 in Dallas, TX.

"We will have four of our top TBR product lines on display and GITI Tire experts on hand to answer questions from attendees," said Justin Wright, Product Marketing Manager,

[Click here to read the coverage in Commercial Carrier Journal.](#)

The new 295/75R22.5 16PR GSL213FS is designed for the increasing number of tractors with higher front end axles and GVW (gross vehicle weight). It offers a higher load carrying capacity and maximum pressure compared to the current 14 ply offering.

Contact your GT Radial sales representative for additional details.



Want to become a more effective

Commercial Tires, for GITI Tire USA. "It will be a great opportunity to educate end users about our products and technology, and we certainly welcome any dealers in attendance to come by our booth (#11057)."

GATS is a big draw for fleet managers, drivers and owner operators in the Southwest, offering a wide variety of industry exhibitors and informational sessions.

Highlights of the Dallas show include:

- The Custom Rigs (*Overdrive's* Pride & Polish National Championship truck beauty competition)
- Educational seminars sponsored by the Texas Motor Transportation Association (TMTA)
- The Commercial Vehicle Outlook Conference
- Exhibits from leaders in the heavy duty trucking industry
- And much more!

If you are interested in attending, [click here to register](#). And don't forget to stop by the GT Radial booth -- #11057!

commercial tire salesperson? You will if you participate in [Tread Academy](#), the GT Radial online training program. It's an easy and effective way to increase your knowledge and sharpen your skills.



Did you know that . . . trailer tires have a significant impact on fuel economy?

On a long haul tractor-trailer combination, the steer tires contribute 15-20 percent of the tires' overall contribution to fuel economy, drive tires 30-40 percent, and trailer tires about 40-50 percent.

Fortunately, there is a GT Radial SmartWay-verified tire for every long haul tire position. [Click here to learn more.](#)

GT RADIAL
Experience the Performance

Reliable and Retreadable,
With a Cost Per Mile that's Hard to Beat.
Peace of mind. Complimentary with each GT Radial truck tire.

TREAD SHOWN ABOVE:
GSL213 FS 16
NOW AVAILABLE IN 16-PLY!

VISIT US AT THE
GREAT AMERICAN TRUCKING SHOW
BOOTH # **17657**
AUG 22-24, 2013
DALLAS, TX
www.gatsonline.com

[Click here to see full view of ad](#) appearing in the August issue of Fleet Equipment magazine which promote the GT Radial booth at the Great American Trucking Show and the all-new 16 ply rated [GSL213FS](#) long haul steer tire.

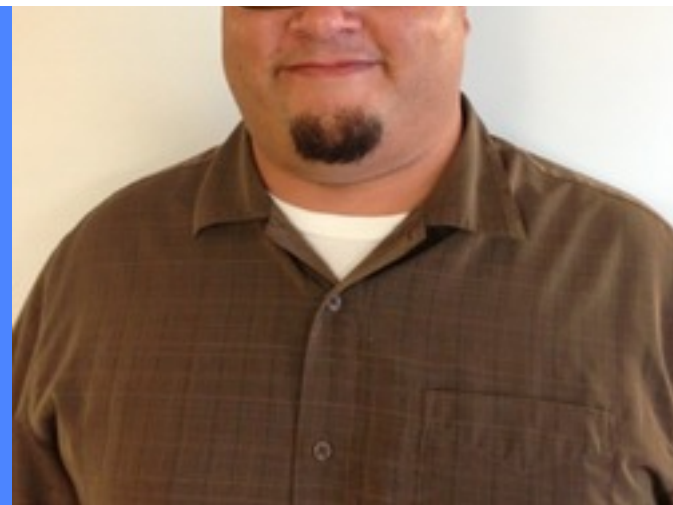




Giti Tire Wins its USA Motorsports Debut at Pikes Peak

For you motorsports fans out there, Giti Tire, which manufactures and markets GT Radial tires, had a big win at the 91st Pikes Peak International Hill Climb, held on June 30, 2013.

GitiCompete 20-inch slicks were key to driver Nobuhiro "Monster" Tajima winning his class and setting an electric vehicle record in his 1,000-horsepower "2013 Monster Sport E-Runner Pikes



Mike Meeiem

Meet the GT Radial Team

Mike Meeiem has joined GITI Tire USA as Northwest Regional Sales Manager, Commercial Tires.

Mike has a wealth of knowledge in truck tires and is looking forward to working with the GT Radial customers in the Northwest.

Here are a few facts about our newest team member:

What are your goals as you embark on your new career at GITI Tire?

I want to help each of my customers improve their business and have a long successful

2016 Monster Sport 2 Hammer Pikes
Peak Special."

[Click here to learn more about this exciting milestone for Giti Tire, manufacturer of GT Radial products.](#)



Due to light rain on some portions of the 12-mile Pikes Peak course, Giti Tire engineers made the right call by hand-cutting tread grooves into Monster's 20-inch slicks, just

career with Giti Tire. I believe if I do the first one well, the second will follow.

Where were you born?

Los Angeles

What is your favorite movie?

Bruce Almighty

Who is your favorite author?

Stephen King

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

Elvis

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

Pro football player

Welcome aboard Mike! You didn't make it to the NFL but you can score some points by helping our customers sell more GT Radial tires!

prior to his record run.



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