



Newsletter for GT Radial Commercial Tire Customers - June 2013



**GSL213FS is "Highly Reliable,"  
says Iowa Select Farms**

[Iowa Select Farms](#) hauls quite a bit of high-quality pork, which means they need truck tires that are reliable and provide low operating costs.

The Iowa Falls company says they have found such a steer tire in the [GT Radial GSL213FS](#).

"After using some of the best known truck tire brands for many years, we decided to try the GT Radial band in 2011," said Justin June, shop foreman for the pork producer.

"The GSL213FS has proven to be highly reliable and dependable. The consistency in mileage and overall performance has led us to continue purchasing the GT Radial brand."

June added that the GSL213FS has also had a positive effect on fuel consumption and overall operating costs. In fact, he said, some of his GSL213FS tires (LP R22.5 size) have been removed with more than 150,000 miles -- a record for the company which has been in business for 21 years!

**The Lowdown on  
Fuel Efficient Tires**

*Heavy Duty Trucking* magazine published an excellent article on fuel efficient truck tires this month, quoting GITI Tire's William Estupinan and other truck tire experts.

[Click here to read the article.](#)



**Did you know that** . . . rolling resistance increases with speed? And, for



**GSL213FS Steer Tire  
Available in 16 Ply Rating!**

A new 16 ply rating version of the SmartWay-verified [GT Radial GSL213FS](#) (low profile size 295/75R22.5) is now available for the increasing number of tractors with higher front end axes and GVW (gross vehicle weight).

The new 295/75R22.5 16PR tire has a higher load carrying capacity, higher max speed and a lower speed rating (L=75 mph) than the 14PR specification. It will be available for order by mid-July.

"The current specification of the GSL213FS has been very successful in wear performance and fuel economy," explained William Estupinan, Vice President of Technical Service for GITI Tire in the Americas. "However, there is growing demand for emission engines which are heavier, resulting in front axles that are set back higher and increasing front end loading. Our new 16 PR version is a premium cost-efficient alternative for this growing market."



every mph (mile per hour) increase in speed above 55, there is a reduction of 2 percent miles per gallon?

In other words, a change in speed from **55 mph to 65 mph will result in a 22 percent increase** in fuel consumption while **reducing only 18 percent of your travel time!**



### New Facebook Site Gaining an Active Fan Base

The new [Facebook site](#) for GT Radial commercial truck tires is striking a chord with trucking audiences in the U.S. and Canada.

We already have more than 1,200 fans and they are an active group, regularly posting questions and comments.

Peterbilt is, by far, the most popular truck brand among our fans with almost 500 of the 1,200 also "liking" the Peterbilt Facebook page. Kenworth is the next most popular with 135 of our fans liking Peterbilt's sister brand.

"A very high percentage of the truckers who checked out our page ultimately became fans, so that tells us they liked our content and want to know more about GT Radial truck tires," said Justin Wright, Product Marketing Manager, Commercial Tires, for GITI Tire USA.

We invite our dealers to also join the page to gain insights about end users and obtain the latest news on GT Radial truck tires. [Click here to join our new Facebook community!](#)



For all of you Peterbilt fans out there! This 2001 Peterbilt 379 owned by Victor Thomas was highlighted in the 4 State Trucks 2013 calendar.

### GT Radial at the 2013 Great West Truck Show in Las Vegas

Ruben Gallegos of GITI Tire USA signs up new fans for the [GT Radial Truck Tires Facebook page](#) at the Great West Truck Show last month. The new page already has more than 1,200 fans in the trucking industry.



Justin Wright (left to right), Ruben Gallegos and John Thomas of GITI Tire USA were on hand to talk about GT Radial truck tires at the popular show, which attracted more than 18,000 attendees.



*Hugo Barreiro*

### Meet the GT Radial Team

Getting the right GT Radial tires to the right place at the correct time is obviously extremely important for our customers.

The person responsible for this is Hugo Barreiro, Director of DC Operations. He and his team do a great job for GITI Tire USA and our customers!

But there's much more to Hugo than logistics! Here are some insights:

#### ***Describe your position at GITI Tire.***

I'm the Director of DC Distribution.

#### ***What are your main responsibilities?***

I'm responsible for the daily distribution from our five distribution centers across the US: Rancho Cucamonga, CA; Portland, TN; Grand Prairie TX; Gainesville GA; and Shelby, OH.

#### ***What are your personal goals for doing an effective job?***

Be committed always to being the best that I can be.

**Where were you born?**

Guayaquil, Ecuador

**What is your favorite movie?**

The Shawshank Redemption

**Who is your favorite author?**

Miguel de Cervantes

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

The Dalai Lama

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

A civil engineer



GITI Tire (USA), Ltd.  
10404 Sixth St.  
Rancho Cucamonga, CA 91730-5831