



**Newsletter for GT Radial TBR Customers - March 2012 Edition**



*The GT Radial booth at Mid-America effectively communicated the company's global presence and strong product line-up.*

## Delivering a Message at Mid-America

Attendees of the Mid-America Trucking Show who visited the GT Radial booth came away with a better understanding of GITI Tire as a technologically-advanced manufacturer and GT Radial as a global brand.

The sleek, modern-looking booth saw steady traffic from the owner operators and fleet managers who attended the "world's largest trucking show" in Louisville March 22-24, 2012.

### The SmartWay Line-up

There was strong interest in the GT Radial SmartWay line-up – the GT Radial GSL213 FS steer tire, GT669+ FS drive tire, and GT979 FS trailer tire.

"With fuel costs so high, even owner-operators with just a truck or two are interested in fuel economy," said William Estupinan, Technical Director for GITI Tire in the Americas.

### Great Feedback on the GSL213 FS and GT876

The GT Radial sales team heard many testimonials from current customers about the long tread wear delivered by the GSL213 FS steer tire. The wide-base radial GT876 also received numerous positive comments for its durability and tread life. Designed for heavy front axles, this mixed service, all-wheel position tire is designed for on/off highway and heavy haul applications.



*Many attendees showed interest in the GT Radial SmartWay line-up.*



*Bob Stewart, Senior Manager of the Eastern Region for GITI Tire, points out the attributes of the GSL213 FS steer tire to Minnesota owner operator Todd Wulf.*

Daily Kindle Fire prizes and T-shirt giveaways added to the excitement at the GT Radial booth.

"Mid-America was a great opportunity to tell the GT Radial story and get feedback from the people who are on the front lines in the trucking industry," Estupinan said. "We're looking forward to an even better show next year."

## America

GITI Tire has launched a [new website](#) for truck and bus radials to educate North American audiences about the company's position as a leading truck tire manufacturer worldwide with a strong commitment to R&D and quality manufacturing.



*The new GT Radial TBR website evokes images of technology and quality.*

The site is designed to help commercial tire audiences easily find the right GT Radial medium/heavy truck tire for their applications and their nearest dealer.

"We haven't been in North America as long as in some other markets, so when people first hear about us they are often surprised at our size and capabilities," says John Thomas, GITI Tire Director of Commercial Tire Sales USA. "Our new website will help get those messages out there."

## New TBR Video

If a picture is worth a thousand words, then a video is surely worth that much more.

Search engines like Google emphasize videos in their results, and time-starved audiences are much more likely to watch a video than spend time reading a wordy advertising piece.

We're pleased to share our [new TBR video](#) with you and encourage you to forward to your staff, place on your website, and share with your customers. We think it provides a good two-minute overview of GT Radial TBR tires and hope you enjoy it.



*John Thomas, GITI Tire Director of Commercial Tire Sales USA (left), with Mid-America Kindle Fire winner Bill Gale of Universal Truckload*



*William Estupinan, GITI Tire Technical Director for the Americas, explains the attributes of the GT876 mixed service tire at Mid-America.*

*Services in Warren, MI.*



*A futuristic Kenworth at Mid-America*



*A cool looking Mack attracted a lot of attention in Louisville.*



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