



Newsletter for GITI Tire TBR Customers -- November 2011 Edition



Get "Smart" about SmartWay

You and your customers need to be up-to-speed on the Environmental Protection Agency's SmartWay Rolling Resistance Coefficient verification program because using SmartWay verified tires is evolving from **voluntary to mandatory**.

Don't worry! You're covered with GT Radial as our entire line of premium long haul tires -- GSL213FS, GT669+FS and the GT979FS -- have all been granted EPA-SmartWay verification which means that they are in compliance with CARB, the California Air Resources Board. In addition to reducing fuel consumption, the GT Radial long haul line, in every aspect, delivers an outstanding cost-per-mile.

The GT979FS trailer tire is the latest GT Radial product to become SmartWay verified. It joins the GSL213FS steer tire and GT669+FS drive tire.

SmartWay Performance Requirements are Voluntary

The EPA has determined that certain tires can reduce toxic emissions and fuel consumption up to 3% or more, relative to the standard new tires for line haul trucks, when used on all five axles on long haul Class 8 trucks. In order to achieve those results, the tires must comply with specific Rolling Resistance Coefficients which varies depending on the axle position: steer, drive, trailer.

Truck tire manufacturers send their tires to certified testing laboratories which follow international standards to ensure that their products meet the SmartWay Rolling Resistance requirements. If the test results meet the requirements, the manufacturer submits the test data to the EPA for the official verification.

CARB Rule is Mandatory

Created in 2004 by the EPA, the SmartWay label identifies products and services that reduce transportation-related emissions. It has become perhaps the most sought-after designation in the commercial truck tire market.

While SmartWay is a voluntary program, the CARB Rule mandated by the California Air Resources Board (CARB) requires that all 2011 model year and newer day cab tractors that pull 53-foot or longer box-type trailers (both dry van and refrigerated van trailers) traveling on California highways, regardless of their home base or point of origin, must run on tractors, trailers and tires that have been verified by SmartWay.

Through 2020, CARB estimates that truckers and trucking companies will save about \$8.6 billion in fuel thanks to compliance.

Here are the current and upcoming CARB mandates:

Tractor Requirements:

- Jan. 1, 2010: 2011 and newer model year day-cab tractors that pull affected trailers must use SmartWay verified low rolling resistance tires.
- Jan. 1, 2013: All 2010 model year tractors that pull affected trailers must be equipped with low rolling resistance tires; most tractors to use their existing tires for the remainder of useful life before replacing with low rolling resistance tires

Trailer Requirements:

- Jan. 1, 2010: 2011 model year and newer trailers (53-foot or longer) must be either SmartWay-certified or retrofitted with SmartWay verified technologies including low rolling resistance tires and aerodynamic technologies.
- Jan. 1, 2013: Unless registered by optional phase-in deadlines, all 2010 model year and older 53-foot or longer box-type trailers must be SmartWay-certified or equipped with low rolling resistance tires and retrofitted with SmartWay-approved aerodynamic technologies.
- Jan. 1, 2017: 2010 and older model year trailers must use SmartWay verified low rolling resistance tires

Who is not affected by the regulation

The regulation does not apply to:

- Military tactical vehicles • Curtain side vans • Authorized emergency vehicles • Solid waste vehicles • Drayage tractors and trailers that operate within a 100 mile radius of a port or intermodal rail yard • Drop frame vans • Container chassis

Please contact us if you have questions regarding SmartWay and CARB.

New Consumer Website

Whether you want to "command the road" with the Champiro HPY or tackle "life's great adventures" with the Savero HT2, the new [GT Radial website](#) for the U.S. is designed to help consumers easily find the right tire and their nearest GT Radial dealer.



[One section](#) of the website is devoted to company background with stories on GITI Tire facilities, quality control systems, R&D, and much more. The [news section](#) details events, announcements, news media reviews, etc. Everything on the site can be easily shared through social media like Facebook.

A separate TBR website is planned for 2012.

GITI Tire In the News

Tire News, the trade publication for Canadian tire dealers, profiled GITI North America in its November issue. [Click here to read the story.](#)

Two GITI Distributors Join Forces

The Independent Tire Dealers Group LLC (ITDG) has joined forces with another independent tire dealer network, Europe's point S Development.

ITDG CEO and President Mike Cox says the partnership plays to the strengths of both organizations, according to a story in [Modern Tire Dealer](#).

TDG represents 350 independent tire and auto service locations in 27 states. point S is the leading independent tire and auto service dealer network in Europe with more than 2,000 point-of-sale members in 21 countries. Both are GITI Tire distributors.



(left to right) - ITDG CEO Mike Cox, GITI Tire Western Sales Director John Thomas and Fabien Bouquet, International Operations Director for point S

Great to See You!

Thanks to all our customers who attended the GITI Tire Reception at The Wynn during SEMA week! It was definitely an enjoyable evening!



Kiky Krisnawan of GITI Tire Canada (left) with Marc Michaud of Maxdan in Canada

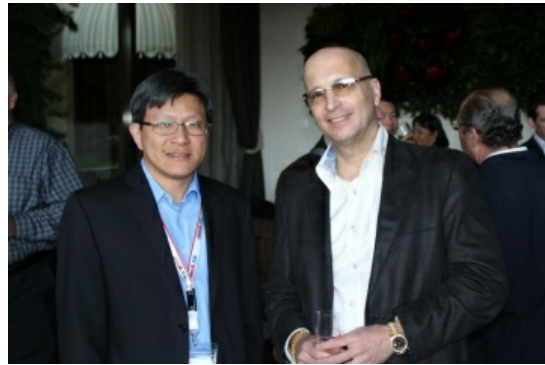


left to right - Tire Wholesalers Inc. President Ross Kogel Jr., GITI Tire Founder Sjamsul Nursalim, TWI Senior Operations Manager Kelly Burt, TWI



ITDG Vice President of Sales & Marketing Ed Long scans a QR Code on a cupcake with his smartphone to pull up the GT Radial website

Purchasing Coordinator Ian Person, and Herve Richert, Executive Director of International Sales & Marketing for GITI Tire



GITI Tire North America Vice President of Marketing Julianto Djajadi (left) with Joe Tomarchio of Monro Muffler, Brake & Service



A "winter tire"



Ken Towery (left) and David Wilson, Director of Wholesale Operations for Ken Towery's Tire & AutoCare



The tire ice sculpture was beautiful and contained a refreshing drink.



Guests had their choice of GT Radial, Runway, Primewell or QR Code cupcakes.



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