



Newsletter for GT Radial Commercial Tire Customers - May 2013



**Tread Academy
Seeing High
Completion Rates**

More than half of the dealer personnel who have participated in GITI Tire USA's new online



H&O Transport has been driving on GT Radial tires for the past five years.

H&O Transport Drivers Praise the

training program, [Tread Academy](#), have already completed all of the modules and become certified.

"So far our feedback has been very positive. Participants are not only getting the opportunity to learn about who we are as a company, but also about GT Radial products and what really makes them unique," said Joe Anzelmo, Senior Manager of Marketing, Advertising and Promotions for GITI Tire USA.

For the commercial tire market, the modules consist of both introduction to and advanced commercial tire sales. When a new product or test is added, users will get an email inviting them to update their certification.

GT669+FS

If you want to know how a truck tire handles, talk to the drivers! [H&O Transport](#) has been doing just that, and they like what they hear about the [GT Radial GT669+FS drive tire](#).

"We have had nothing but positive comments from our drivers," said David L. Mouser, Maintenance Manager for the Kentucky-based carrier. "They say the ability and handling have just been incredible."

Mouser likes what he sees in the bottom line as well. "Over the past years, we have seen great results from the tires . . . significant cost savings and increased revenue from fuel," he noted.

Based in Campbellsville, H&O Transport Inc. has more than 40 years' experience providing both LTL and TL services in the Central Kentucky area. Its fleet includes 30 trucks and 100 trailers.

H&O Transport trucks travel an average of 11,000 miles a month with dedicated routes to CA, TX, FL, NC, and IL. According to Mouser, his GT669+FS tires are averaging 230,000 miles at removal.

Mouser, who has been using GT Radial tires for about five

The site, which is PC, Mac, iOS and Android compliant, contains study guides that explain usage, construction, load capacity, wheel positioning and product overviews, along with selling and advanced consulting concepts.

Each module operates as a mini test; once users pass, they move on to the next module. Users can download and print their module certificates.



years now, said the three keys that make the GITI Tire-H&O Transport relationship so successful are "service, quality and price point."



GT Radial Truck Tires are Going Social!

An all-new [Facebook site](#) has been established for GT Radial commercial truck tires to help the brand connect with key trucking audiences in both the U.S. and Canada.

It officially kicked off this week at the Great West Truck Show in Las Vegas where attendees of the 3-day show entered into a drawing for a free Kindle Fire after "liking" the new Facebook



Those who complete the commercial tire modules and become certified receive this custom GT Radial Tread Academy storage metal clipboard.

[Sign up today!](#)



GITI Tire USA is supporting **National Tire Safety Week** (June 2-8, 2013) with a news release on proper tire maintenance for

page.

"There's been tremendous growth in the trucking industry's use of social media over the past five years, and Facebook is one of the most popular platforms," said Justin Wright, Product Marketing Manager, Commercial Tires, for GITI Tire USA. "Our goal is to build a progressive Facebook community in which we can exchange information and provide helpful advice to fleets, owner operators, tire dealers and others in the industry."

Commercial tire dealers, fleet managers and owner operators are being invited to join the page to share information and gain insights into topics such as tire maintenance and preventing irregular wear. A dealer locator tool will help end users find their local GT Radial dealer.

There are more than 4.1 million Facebook users in North America who are connected with the trucking industry.

[Click here to join our new Facebook community!](#)



tire maintenance for consumer media, as well as a Facebook advertising campaign targeting the 36 million Facebook users in America who identify themselves as "parents."

The ad will direct people to a page on the GT Radial USA Facebook site containing tire maintenance tips and videos.

Chance to Win \$50!

Answer this question correctly and you could win a \$50 gift card (must be a GT Radial customer to participate). All correct answers will be entered into a drawing for the gift card.

GITI Tire R&D Centers are located in what three countries?

Need help? [You can find the answer on this website page.](#)

Send your answer to [this email](#) by June 6, 2013, to be eligible for the gift card drawing. Good luck!



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