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Keeping the message consistent



Director of Marketing Travis Roffler was one of several Continental Tire the Americas executives to address dealers during the 2019 Gold Trip, held in Cabo San Lucas, Mexico.

Conti unveils four products at Gold Trip, but message to dealers remains same

By Don Detore
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CABO SAN LUCAS, Mexico

Sure, there was the requisite new products — four to be exact — as well as reviews of the latest dealer program and marketing initiatives, but leaders of Continental Tire the Americas L.L.C. had one overwhelming message during the recent dealer meeting: Consistency.

Coming off one of the most disruptive years in the tire industry, during which four of its competitors made a push to control the distribution market, Conti wanted to make one thing clear to the record 375 dealers — including 62 first-timers — who qualified for the 15th annual Gold Trip.

“We want to be consistent in what we’re doing, and the message stays consistent year after year,” Director of Marketing Travis Roffler said. “Everything I’m doing in marketing, everything they’re doing in sales, our direction and philosophy, is our consistency in how we handle the independent dealer.”

“Our team is a very consistent team, and

we have been doing it a long time,” said Chris Charity, vice president of sales, noting that he, Mr. Roffler and Bill Caldwell, vice president of sales and marketing, have all been in their respective positions for a decade-plus.

“It’s very different from other companies, but it works for us,” Mr. Charity said. “We found ways to grow, and we face big challenges every year, but we keep it fresh and find solutions moving forward.”

In fact, it was Mr. Caldwell’s initial greeting to dealers — when he told them that Conti will continue to focus on producing a quality product and partner with distributors “who support our brands and support dealers who want to sell our brands the right way” — that drew the loudest applause.

“So there’s not really an initiative or a trigger or a catalyst for us to change that course right now,” Mr. Caldwell said during the general session on the second day of the five-day getaway, held in mid-March at the Hyatt Ziva Los Cabos resort in Cabo. Around 100 premier dealers spent two extra days

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Duties, tariffs disrupting tire industry

Impact on Chinese truck tires in flux

By Bruce Davis
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Those curious about the effects of elevated import duties on a market need look no further than the U.S. replacement tire market over the past four years.

Since the U.S. government imposed duties in 2015 — ranging up to 100 percent in some cases — on passenger and light truck tires from China, imports of passenger tires to the U.S. from that nation have dropped more than 80 percent, to 8.5 million units last year from 50.4 million in 2014.

As a result, the share of the U.S. passenger tire aftermarket taken by tires from China collapsed, falling to 3.9 percent last year from 24.4 percent in 2014. (See detailed graphs on page 24.)

The industry collectively is now looking at the potential impact of antidumping and countervailing duties imposed in February on truck and bus tires from China. The duties, which range from 20.98 percent to 63.34 percent countervailing and 9 percent to 22.57 percent antidumping, took effect in mid-February.

The truck/bus tire duties are the result of a petition filed in April 2017 by the United Steelworkers (USW) union, which represents workers at unionized tire factories in the U.S.

The U.S. International Trade Commission (ITC) voted in February 2017 not to impose duties, which prompted a USW appeal with the Court of International Trade, which remanded the decision to the ITC, which decided two months ago in favor of duties after re-evaluating the case.

At this point, it is still too early to gauge the full impact of the ITC’s ruling on the market and importers of truck/bus tires from China, although there have been a few moves lately that indicate the commercial tire segment may mimic changes that took place in the passenger tire market.

Other recent actions by the Trump administration on tariffs on Chinese goods are compounding

SEE IMPACT, PAGE 26



Trump tariffs set to increase

By Miles Moore
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WASHINGTON

The U.S. is prepared to go ahead with plans to raise tariffs on \$200 billion worth of goods from China — including tires and other automotive components — to 25 percent, according to the Office of the U.S. Trade Representative (USTR).

The agency’s notice — which appeared in the May 9 *Federal Register* — was published even as a Chinese delegation was en route to Washington to continue trade talks with the U.S.

The notice singles out all Chinese goods that received import duties of 10 percent in September 2018. The new tariffs were to take effect May 10.

The 194-page list, which covers 5,745 separate items, includes virtually every type of pneumatic tire; many rubber chemicals, synthetic rubbers and grades of natural rubber;

and rubber auto and industrial parts including V-belts, conveyor belts, tubes, pipes and hoses.

In the notice, the USTR also said it would establish a process by which individuals and companies affected by the tariffs may request that particular products be excluded from the additional duties.

The Auto Care Association (ACA), National Retail Federation (NRF) and American Chemistry Council were among business groups urging President Trump to reconsider raising tariffs.

On the other hand, the Alliance for American Manufacturing (AAM) cheered Mr. Trump’s stance against unfair Chinese trade practices. Retread Instead, a coalition of retread industry players that promotes the economic and environmental advantages of retreading, said new tariffs would be helpful to retreaders, though not as much as the antidumping and countervailing duties levied against Chinese truck and bus tires earlier this year.

In two tweets May 5, Mr. Trump said he

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Nexen’s R&D center in Seoul.

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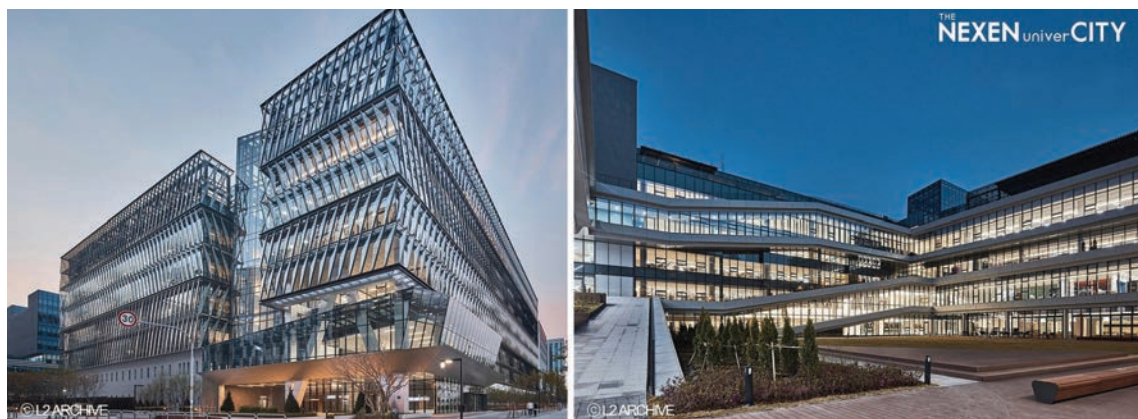
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IndustryNews



Nexen's R&D center in Seoul features a courtyard and a multi-helix green roof, as well as a solar power system.

Nexen inaugurates \$178M global R&D center in Seoul

SEOUL, South Korea

Nexen Tire Corp. has inaugurated a 613,000-sq.-ft. central research center in Seoul that will become the company's research and development hub for its R&D centers in the U.S., Europe and China.

Nexen invested \$178 million over two years in the center, dubbed "Nexen UniverCity," which is located within the Magok Industrial Complex in western Seoul. The structure, which stands eight stories tall with two additional stories underground, houses both research and business complexes.

The workspace has been designed as an "open innovation environment" to maximize concentration and teamwork, Nexen said. The company did not say how many employees will work at the new center.

To help pave the way for smarter technology, Nexen said, the center houses R&D facilities that can predict and implement optimal performances such as OE versus replacement product manufacturing, artificial intelligence technology and virtual tire technique, a performance research center to evaluate the performance of tires and vehicles and a material research center to analyze diverse nano and macro dimensions on various materials.

The name "UniverCity" is derived from a combination of "Nexen Universe" and "City," Nexen said, and reflects the company's core values — challenge, creativity and collaboration — and business philosophy of infinite possibilities and values.

The building includes a courtyard and multi-helix

green roof and features tire tread patterns on the exterior to define the industry's attributes. It incorporates a solar power system, an underground cooling and heating ventilation system and a green rooftop to prevent thermal heat damage.

The eco features helped Nexen obtain a Level 1 building energy-efficiency rating certificate from the Korea Energy Agency.

Among those attending the recent grand-opening ceremony were Nexen Chairman Kang Byeong Jung, Nexen Global CEO Travis Kang; Sohn Kyung Shik, the chairman of Korea Employers Federation; Kany Ho Gab, chairman of Federation of Middle Market Enterprise of Korea; and other executives and staff members of the Nexen Central Research Institute.

"The Magok Central Research Institute really defines Nexen Tire's growth DNA and its identity, ..." Mr. Kang said at the opening. "We will carry out a pivotal and global role that will raise the value of the movement, shifting the paradigm in the tire industry by creating new changes and future values that no one has seen before."

The opening of the Magok center comes nine months after Nexen opened a combined European business/technical center in Kelkheim, Germany.

Nexen also has R&D centers in Changnyeong, China, and at its recently commissioned tire plant in Zatec, Czech Republic, as well one for North America under construction in Richfield, Ohio, north of Akron.

Goodyear focused on 'managing debt' in lieu of Moody's rating downgrades

NEW YORK

Moody's Investors Service Inc. has downgraded the rating on a number of Goodyear commercial loans and notes, based on its view that Goodyear's actions to mitigate ongoing elevated raw materials costs don't take into account other industry pressures on margins.

In a prepared statement, Goodyear said: "This action was not unexpected, given the recent raw-material cycle affecting the global tire industry, weakening global OE demand and a challenging macroeconomic environment in China.

"The action is not expected to have a significant impact on our business or financial position. We remain focused on strengthening our balance sheet by managing our debt and increasing our earnings, while positioning the company for the long term."

Moody's downgrades for Goodyear include:

- Probability of Default Rating — downgraded to Ba3-PD from Ba2-PD;
- Corporate Family Rating — to Ba3 from Ba2;
- Senior Secured Bank Credit Facility — to Ba1 (LGD2) from Ba3 (LGD2);
- Senior Unsecured Regular Bond/Debenture — to B2 (LGD6) from B1 (LGD6);
- GTD Senior Unsecured Regular Bond/Debenture — to B1 (LGD4) from Ba3 (LGD4); and
- Speculative Grade Liquidity Rating — to SGL-3 from SGL-2

In addition, Moody's downgraded a Senior Unsecured Regular Bond/Debenture by Goodyear Europe B.V. to Ba2 (LGD2) from Ba1 (LGD2).

In its commentary on its actions, Moody's cited as positive Goodyear's recent pricing actions, rationalization initiatives in Germany and other cost-savings programs initiated

to help mitigate ongoing elevated raw-material cost pressures over the longer term. These actions collectively could help offset roughly \$300 million in materials-costs headwinds Goodyear is anticipating.

At the same time, however, Moody's said these actions are "unlikely to restore Debt/EBITDA to below 3x, or EBITA/Interest to above 3x over the intermediate-term" and said additional actions will be needed to restore profits to levels experienced in 2016.

Goodyear's EBITDA has deteriorated by about \$475 million (as adjusted by Moody's) from year-end 2016 to year-end 2018, Moody's said.

There are other industry pressures, Moody's said — including the slowdown in global automotive original equipment manufacturer (OEM) sales and industry expectations of "flattish" replacement tire volumes in the U.S. — that Goodyear needs to consider.

Leadership change

Armstrong replaces retiring Sweatman at Marangoni

MADISON, Tenn.

Bill Sweatman has ended his 16-year tenure as president and CEO of Marangoni Tread North America (MTNA), officially retiring on May 1.

Industry veteran Clif Armstrong, who has more than 35 years of experience in various roles, has succeeded Mr. Sweatman as Marangoni president and CEO. Mr. Armstrong has been vice president, business development for MTNA since September 2017.

Mr. Sweatman joined Marangoni 18 years ago. A few years earlier — 1998 — Jack Woodland founded the company in Walnut Creek, Calif.

In 2002, the firm moved to Madison and began producing the Ringtread, Marangoni's flagship product, a double-contoured circular tread that needs no splicing, like other precured retreads used in commercial truck and tire retreading.

Mr. Sweatman built the company into a nationally recognized brand, with a 5 percent share of the U.S. market, according to MTNA.

"I started in the tire industry in 1977 and the retreading industry in 1984," Mr. Sweatman said. "The industry has been very good for me and my family, and I would like to thank the employers, peers, customers, suppliers and friends for this experience, and I wish all well!"

Mr. Armstrong has served in various executive management roles through-



Sweatman



Armstrong

out his career, including sales, marketing, operations and company-owned commercial store networks at Pirelli Tire L.L.C./TP Commercial Tire and Continental Tire the Americas.

Mr. Armstrong said he began to appreciate the Ringtread product several years ago while with another company.

"I came away from that experience in awe of the Ringtread concept and its performance achievements," Mr. Armstrong said.

"It truly is different and better. I am excited about this opportunity to lead this great organization."

Marangoni opened the Madison plant in 2004 and has expanded it a number of times since, including a \$10 million project in 2012.

MTNA is a subsidiary of Rovereto, Italy-based Marangoni S.p.A., which recently disclosed plans for a global partnership with Borrachas Vival S.A. of Brazil. Marangoni said the venture could become the largest global independent player in the retreading sector.



Michelin has opened a 3-million-sq.-ft. distribution center in Woodruff, S.C.

Michelin opens warehouse near S.C. transportation hubs

WOODRUFF, S.C.

Michelin North America Inc. has put into operation a 3 million-sq.-ft. distribution center in Woodruff that the tire maker claims is capable of processing over 200,000 tires a day.

The \$270 million, five-building complex, under construction since November 2016, is capable of warehousing up to 4 million tires, Michelin said.

Thanks to a proprietary automated tire-handling system — which includes 16 robots and 29 cranes — the facility is designed to handle up to 120 trucks per day, operating 24/7. The system uses barcodes, scanners, RFID chips and computers, making the facility a paper-free site.

The center is near Woodruff, a community of nearly 4,500 located about 17 miles southwest of Spartanburg, S.C., near the intersection of South Carolina Highways 101 and 417, a few miles

south of I-85, with access to I-385 and I-26, Michelin said.

The location puts it close to critical transportation hubs, such as the South Carolina Inland Port (rail) and the Port of Charleston, as well as to its seven tire plants in upstate South Carolina.

The warehouse complex sits on a 247-acre parcel of land, of which 20 percent is protected wetlands. Michelin said it is working to protect the flora and fauna that populate these wetlands.

Michelin has applied for LEED (Leadership in Energy and Environmental Design) certification for meeting the North American standard for high quality environmental buildings created by the U.S. Green Building Council.

Forklifts used in the center are powered by hydrogen, a "reliable and efficient alternative" to regular fuel that is emission-free, Michelin said.

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PHOTO GALLERY: Check out photos from the recent Continental Tires The America's Gold Trip in Cabo San Lucas, Mexico.

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IndustryNews

Tire makers report mixed Q1 results

Several tire makers reported increased sales but lower income during the quarter ended March 31, due to various factors, including a slowdown in global vehicle production, higher raw materials costs and foreign currency exchange issues.

Continental

Continental A.G. suffered a 17.1-percent drop in operating income in the first quarter on 0.3-percent lower sales revenue.



Despite the earnings decline, Conti Chairman Elmar Degenhart classified the first quarter as a “solid performance” in light of a “weak” market environment.

“Global car production was down substantially at the beginning of the year, as expected,” Mr. Degenhart said during the firm’s annual shareholders’ meeting.

“That is why our solid results are all the more gratifying, thanks to our strong market position on the mobility markets worldwide. Our increased cost discipline also contributed to this achievement.”

Conti’s operating income fell to \$1 billion on sales of \$12.6 billion.

Cooper

Relatively strong operations by its Americas business unit during the quarter helped Cooper Tire & Rubber Co. overcome \$15 million in one-time costs to report operating profits on par with 2018 and increased net sales.

Cooper’s first-quarter operating income was virtually unchanged from 2018 at \$26.4 million, while sales increased 2.9 percent to \$619.2 million. Net income fell 15.8 percent to \$6.98 million.

Cooper’s earnings in the quarter were impacted negatively by \$10 million in costs related to the imposition of import duties on medium truck/bus tires imported from China as well as \$5 million in charges related to restructuring moves the company is making in Europe.

The duties relate to Cooper’s imports of Cooper- and Roadmaster-brand truck tires from its Qingdao Ge Rui Da Rubber Co. Ltd. joint venture in Qingdao, China, and from an off-take agreement with Prinx Chengshan (Shandong) Tire Co.

Cooper’s Americas segment delivered an operating profit of \$38.8 million, up 24.1 percent from 2018 despite the \$10 million impact of TBR tariffs in the period this year, the company said. Cooper attributed the improvement to price/mix improvements and reduced manufacturing and product liability costs. Offsetting the improvements were higher raw materials and import duties costs.

Sales increased 6.1 percent to \$514.9 million — the third consecutive quarterly gain — on the positive effects of a favorable price/mix component. Unit volumes were unchanged: up in North America but down in Latin/South America, Cooper said.

Goodyear

Goodyear suffered a 32.4-percent plunge in operating income for the quarter and posted

a \$61-million net loss due to a number of extraordinary items.

Sales fell 6.1 percent to \$3.6 billion, driven by unfavorable currency translation and lower international volume, partially offset by improvements in price/mix, Goodyear said. Unit volumes fell 2.6 percent to 38 million tires.

Segment operating income dropped to \$190 million on the negative effects of higher raw material costs, lower volume, unfavorable foreign currency translation and weaker results from other tire-related businesses, Goodyear said.

The negatives partially were offset by favorable price/mix, improved overhead absorption and net cost savings.

Goodyear attributed the net loss largely to \$93 million in charges it took related to plans to modernize tire plants in Fulda and Hanau, Germany. Discounting this and other one-time charges, adjusted net income was \$45 million, which was 62.2 percent below the 2018 first quarter net.



The firm’s Americas business unit results mirrored the corporate results — operating income plunged 29.9 percent

to \$89 million on 2.7-percent lower sales of \$1.88 billion.

Goodyear cited higher raw materials costs, reduced earnings from tire-related businesses and unfavorable foreign currency translation for the earnings drop, and the negative effect of foreign currency translation and lower third-party chemical sales for the reduced revenue.

Replacement tire shipments rose 3 percent, Goodyear said, driven by a 4-percent increase in consumer replacement business. U.S. consumer replacement unit sales volume increased 6 percent, led by above-average growth in the 17-inch-and-greater category. OE volume fell 8 percent.

Hankook

Hankook Tire Technology first-quarter operating earnings fell 24.2 percent to \$124.5 million on 2.1-percent higher sales to \$1.46 billion.

Hankook did not elaborate on the reasons for the earnings decline. Revenue rose despite a global auto industry slowdown.

Unit sales of larger-diameter passenger/SUV tires — 18-inch and larger — increased 3.3 percent, Hankook said, and now represent nearly 54 percent of overall sales.

Hankook, the No. 7 tire maker worldwide, said increasing sales of larger-diameter tires is part of its strategy to solidify its position as a premium brand and for strengthening its competitiveness in premium product categories.

Michelin

Group Michelin’s sales revenue climbed 11.3 percent to \$6.6 billion during the quarter thanks to “robust” price-mix component and the first-time contributions of newly acquired businesses.

Michelin’s revenue increase came despite a 0.5-percent drop in tonnage volumes, the company reported, and was aided by a favorable currency-exchange effect.

Michelin did not disclose earnings at this time but said the first-quarter performance is allowing it to confirm its earlier-published expectations for 2019 — segment operating income to exceed the 2018 levels (at constant exchange rates) and volume growth in line with global market trends.

Based on April 2019 exchange rates, Michelin said the currency effect is expected to have a relatively favorable impact on segment oper-

ating income while the impact of raw materials costs is estimated at around a negative \$114 million, mainly affecting first-half results.

Last year’s acquisitions of Camso Inc. and Fenner P.L.C. provided roughly 75 percent of the additional revenue Michelin reported in the quarter.

Michelin’s Automotive (passenger/light truck tire) segment reported 0.2-percent revenue growth to \$3.17 billion as OE business fell 8 percent and replacement business edged up 1 percent. OE sales were off in every region, while replacement sales were up in North and Central America, Asia and Africa/Middle East.

Replacement demand climbed 5 percent in the U.S., driven by rising imports ahead of possible new import duties, Michelin said.

In the truck/bus tire business, replacement sales fell 2 percent, while OE sales rose 4 percent. In North America OE business jumped 12 percent, while replacement sales slid 7 percent as dealers focused on reducing inventories that were built up in late 2018 ahead of anticipated new import duties on Chinese products.

Titan

Titan International Inc. reported double-digit declines in operating and net income for the quarter on 3.5-percent lower sales.

Titan cited lower sales volumes in Europe and Russia, currency devaluations and higher inventory costs for the lower earnings. Titan’s pre-tax operating income (EBITDA) fell 32.9 percent to \$25.5 million, while sales fell to \$410.4 million.

Net income applicable to common shareholders plunged 92.2 percent to \$1.2 million.

Favorable changes in the price/mix com-



ponent enhanced sales by 5.8 percent, Titan said, but this gain was offset by unfavorable currency translation of 5.8 percent of net sales. Titan reported lower sales in each of its segments — agricultural, earthmoving and consumer — for differing reasons.

By segment, Titan reported:

- Agricultural — income from operations down 34.7 percent to \$13.9 million on 1.3-percent lower sales of \$191.7 million;
- Earthmoving/construction — income from operations down 44.5 percent to \$5.52 million on 6.4-percent lower sales of \$176.7 million; and
- Consumer — income from operations down 44.1 percent to \$2.12 million on 1.4-percent lower sales of \$41.9 million.

Trelleborg

Trelleborg A.B. reported a slight increase in pre-tax operating earnings (EBIT) to \$141.3 million as sales increased 9.4 percent to \$1.02 billion.

Trelleborg Wheel Systems reported a 4.6-percent drop in operating income, to \$38.3 million, on 10.7-percent higher sales of \$302.5 million.

Trelleborg cited the timing of price increases at the beginning of the year and foreign exchange rate changes for the lower earnings.

Organic growth accounted for most of the sales increase, Trelleborg said, with positive demand for agricultural tires in Europe and North America offsetting weaker demand in Asia. The pattern was similar for tires for materials-handling and construction vehicles.



NEWS IN BRIEF

President Bush to speak at AAPEX keynote session

LAS VEGAS

Former President George W. Bush will participate in the Automotive Aftermarket Products Expo (AAPEX) 2019 Grand Opening Keynote session, Nov. 5, in Las Vegas.

The 43rd president will discuss “The Challenges Facing Our Nation in the 21st Century and the Power of Freedom.”

The AAPEX session, a ticketed event for show attendees, also will feature a State of the Aftermarket Industry presentation by Bill Hanvey, president and CEO of the Auto Care Association (ACA), and Bill Long, president and CEO of the Motor & Equipment Manufacturers Association (MEMA) and president and chief operating officer of the Automotive Aftermarket Suppliers Association (AASA).

AAPEX 2019, which will be held Nov. 5-7 at the Sands Expo in Las Vegas, is co-owned by the ACA and the AASA, the light vehicle aftermarket division of MEMA.

ITC sets steel wheels hearing for July 9

WASHINGTON

The International Trade Commission (ITC) will hold its final-phase hearing on possible countervailing and antidumping duties against steel trailer wheels from China on July 9.

Elkhart, Ind.-based Dextar Wheel Co., a division of American Development Inc./Kenda Rubber Industrial Co. Ltd., petitioned the ITC in August 2018 under Sections 701 and 731 of the Trade Act.

Dexstar claims imports of Chinese wheels, 12 to 16.5 inches in diameter, were being sold in the U.S. at less than fair value. The Chinese government also was allegedly granting subsidies to the wheels’ manufacturers, the company said.

In February 2019, the Commerce Department levied preliminary countervailing duties of 58.3 to 293.27 percent against the Chinese imports. In April, it found dumping margins of 38.27 to 44.35 percent.

Triangle Tire launches Spanish-language website

FRANKLIN, Tenn.

Triangle Tire USA has launched a Spanish-language version of its website to communicate with Spanish-speaking commercial and consumer tire audiences more effectively.

In addition to product pages for each of the company’s OTR, medium truck, passenger, light truck and specialty tire product offerings, the website features a timeline with photos and videos showing progress being made at the construction site for the company’s planned tire plant in Edgecombe County, N.C.

Another page on the company’s Spanish and English language sites, called “Gearheads,” features content from Triangle drifting competitors and enthusiasts riding on Triangle tires, Triangle said.

CORRECTION

Goodyear has not yet established a cooperative project with Waymo L.L.C. A story in the April 29 edition, headlined “Changes are a-coming: Goodyear exec talks technology at Clemson,” Goodyear Chief Technology Officer Chris Helsel was quoted as saying that Goodyear had established cooperative projects with several advanced technology companies, including Waymo.

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Fit for your everyday journey



Laufenn
Journey in Style

S FIT as
Ultra-high-performance all-season tire
G FIT as
Touring performance all-season tire



OUR VIEW

Brand new world for tire marketers

How does a tire maker/tire importer/private brander make its tires stand out in the crowded Tier 2, Tier 3 and Tier 4 fields?

How do tire companies get vehicle owners to remember their products when it comes time to replace the donuts on their vehicles?

How does any tire brand/tire line, for that matter, stand out from the 400+ brands sold in the U.S. and Canada?

These are questions that vex tire companies constantly as they try and grow their tire lines in the North America tire market, especially today as price compression and increased competition in the segments below Tier 1 make it harder for companies to grab sales and maintain acceptable margins.

Throw in the fact that the U.S. replacement passenger and light truck tire markets have remained generally flat in recent years, and you can see the challenge all tire companies and tire marketers face.

That's why we like the approach Tire Group International L.L.C. (TGI) is taking as it enters the U.S. market with a broadened lineup of Cosmo-branded tires.

Instead of giving the new tires numerical identifications or nondescript, hard-to-remember model names, it has purposely chosen flamboyant monikers for the new UHP, SUV, SUV-UHP and M/T treads. Think about how easy it will be to remember names like Sexy Beast, Kitty Kat, Chubby Nubby and El Jefe.

These are names so memorable you might talk about them at a cocktail party or bring up in conversation with friends, because they are funny, descriptive, catchy.

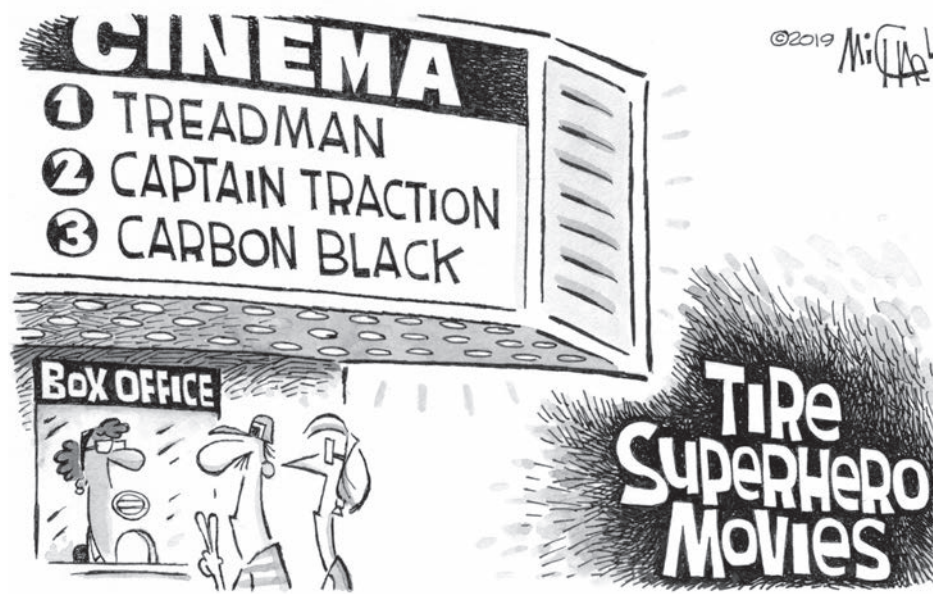
TGI said it decided to go this route in naming its new tires after conducting market research that showed consumers are more apt to remember a brand if they connect with it on a personal level. This is no doubt the same reason why the Michelin baby ad campaigns of the past resonated so well with consumers. Who can resist a cute baby sitting in a tire? You don't forget that.

The Goodyear Aquatred from years ago also resonated with consumers, who could easily remember the name and also visualize the water evacuation capabilities of the tire.

"We want to make the tire-buying experience memorable and fun for the consumer and our marketing will continually reinforce that," TGI President Joaquin Gonzalez, said.

That's a smart move in a replacement tire market filled with hundreds of quality brands.

One way to stand out is to give tires names customers are likely to remember.



Forum

Conti pursuing another avenue of opportunity

By Don Detore
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Nearly a decade ago, the leadership at Continental Tire The Americas L.L.C. came to a difficult conclusion: The company didn't have the product to compete for government and other national account fleet business.

Over the span of the next eight years or so, the American arm of German-based rubber and automotive giant Continental A.G. began plotting a course that it hopes one day will position the tire maker among the top three competitors globally.

That plan took on more shape during the recent Gold Trip for Conti dealers in Cabo San Lucas, Mexico. There, Conti executives announced the release of the G-MAX Justice, General Tire's entry into the competitive government agency business.

Joe Maher, product manager for passenger and winter tires in the U.S., told dealers the product was designed specifically for police departments, government entities and law-enforcement agencies. Compared with a Tier 1 competitor, Mr. Maher said, the tire offers 15 percent better performance in wet braking, cut and chip resistance, and road wear.

Conti said the tire will fit seven major police pursuit vehicles, including three models each from Ford and Chevrolet.

"It will save agencies money through its longer wear and durability," Mr. Maher said.

More importantly, in an industry where growth has been slow, it's another step in Conti's quest to expand market share.

It's what tire makers must do to differentiate themselves in a time with so much disruption: Find opportunity out of the surrounding chaos.

"We saw an opportunity a couple of years ago to grow the business in a couple of areas," Chris Charity, vice president of sales, told *Tire Business*. "One of those areas is to work with fleets and national accounts, and also in the government area."

Mr. Charity called those opportunities "low-hanging fruit," ripe for Conti's picking. Conti began "looking at the government side, looking at local bid opportunities, working with dealers, listening to what needs they had in those areas," Mr. Charity said. "Quite frankly, we needed to have the right products."

With the release of the all-terrain Grabber

line and now with the General G-MAX Justice, Conti has begun to fill out its portfolio, offering products in niche markets with growth potential.

Returning to the police-pursuit market was quite a process. According to Mr. Charity, Conti had to assemble the right team to lead the effort — those with strong understanding of the business — and then produce the right products.

As part of its efforts to reintroduce itself to the market, Conti has become one of three approved suppliers by the National Association of State Procurement Officials (NASPO), a nonprofit cooperative purchasing program that facilitates public-procurement solicitations and agreements using a lead-state model. The designation became official on April 1.

"We've never been on this list before," Mr. Charity said. "We're pretty excited about it."

Feedback on the G-MAX Justice has been positive, thus far. And that has Conti officials believing their decision to re-enter this market has been the right one.

"We're starting from a smaller base, so we're seeing some pretty significant growth," Mr. Charity said. "Over the next three years,

we'll start to see some step changes, and now that we're on NASPO, we're really active on these bids.

"Over the next three to five years, we'll see this activity ramp up."

The police-pursuit segment is one avenue Conti has targeted for growing market share. As Bill Caldwell, vice president of sales and marketing, said, if the tire maker wants to run with the big boys, it has to compete against them, too.

"We're now capable and ready to go in other parts of businesses that we weren't really participating before and where the Bridgestones and Goodyears of the world were more dominant," he said.

"A dealer doesn't want to switch to something that doesn't fit his business. We're in a better position today for a lot of that business because we have the right product now, the right infrastructure in place to actually conquest those guys' business, one for one."

Mr. Detore is editor of *Tire Business*. He can be reached via e-mail at ddetore@crain.com; 330-865-6126; Twitter: @dondetore.

Letters to the Editor

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Automotive Service

Establish, honor interim diagnostic deadlines

By Dan Marinucci
tirebusiness@crain.com

A boss may establish interim deadlines for technicians based on the time elapsed or on the actual procedures performed. Some experimentation would determine which approach is better suited to a particular service department.

The overall objective is preventing some diagnostic and repair jobs from getting out of hand — period.

This describes a job that puts the boss in a no-win situation because its cost spiraled up beyond anyone's expectations — especially the customer's.

Sure, the customer may pay this unexpectedly high bill, but then he or she bad-mouths the tire dealer or service shop to everyone in the neighborhood, emphasizing how much the bill exceeded the original estimate.

The boss could opt to absorb a big loss by sticking to the original but inadequate job estimate, and the business may never recoup that loss.

In my last column, I recommended interim deadlines as a way to enhance accountability. This requires techs update a shop foreman or service manager at prescribed intervals.

In turn, these progress reports enable a service manager or sales person to discuss unexpected costs to a vehicle owner now instead of later. Delaying the news of additional costs never improves customer relations.

This interim deadline may mandate that a tech report back to a manager or foreman — however briefly — within the first 30 minutes on the vehicle. The employee's update may be, "Boss, the job looks straight forward at this point— no surprises."

Then again, the update may be, "Hold on, boss, because all that exhaust hardware is rusted solid. And a core plug on the back of the engine block is seeping. How far are we authorized to go on this car?"

Perhaps the tech reports that the most basic test procedures haven't identified the cause of a diagnostic trouble code.

Some managers and shop foremen I know prefer job updates — interim reports — based wholly on the actual steps or procedures a tech actually performed instead of the time expended on those.

Or, the tech must conscientiously complete a vehicle inspection checklist.

These bosses continually groom and coach their techs to complete certain prescribed troubleshooting tasks or checklists first. (They have defined these sets of tests as being proper shop procedure.)

Then — and only then — does a tech update the foreman or service manager.

The tech's interim report shows the results of the shop's test procedures for the particular vehicle and symptom at hand. Or it shows the inspection checklist.

At the risk of emphasizing the obvious, this tech does not continue testing or replace any parts until a foreman or manager authorizes it.

Regardless of which "interim deadline" approach your business uses, this single step puts the brakes on a



Dan Marinucci is a freelance automotive service writer and former editor of two automotive service magazines.

potentially runaway repair job.

My pals told me that they prefer interim updates based on specific test results because it's more efficient — not to mention keeps their techs focused on agreed-upon, con-



Updating the shop foreman with interim reports may help with time and costs.

sistent test procedures.

I doubt that there's any perfect approach for every service department out there. Mandated procedures always consume a certain amount of time. But that said, this time investment is a pittance compared with

the true cost of runaway repair jobs.

Some bosses believe these forms of accountability would rein in or restrict their top-producing techs. Meanwhile, some high-production techs abhor any oversight.

Simply put, they bank on pure vol-

ume from a service department to cure any and all ills.

The auto repair facilities that I admire most — businesses that have thrived for at least 20 to 30 years or more — all make accountability a company policy.

In fact, they stress that employee accountability is the foundation of their ongoing success.

From there, I'll let readers draw their own conclusions.

Dan can be reached via e-mail at tirebusiness@crain.com. His previous columns are available at www.tirebusiness.com.

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GROWING TOGETHER

Automotive Service

Hunter: 'Difficult' tire/wheel fitments growing

ST. LOUIS

The growth of low-profile, run-flat and larger-rim-diameter tires over the past 20 years has raised the bar in terms of tire/wheel mounting and balancing and the types of equipment and amount of training needed to service them.

According to data gathered by Hunter Engineering Co., tire/wheel service work that falls under these categories now accounts for 73 percent of the fitments on U.S. consumer vehicles, up from roughly 59 percent 10 years ago and 40 percent 15 years ago.

Hunter defines low-profiles as 45 series or lower, large diameters as rim diameters exceeding 20 inches and heavy assemblies as those with over-

all diameters exceeding 30 inches.

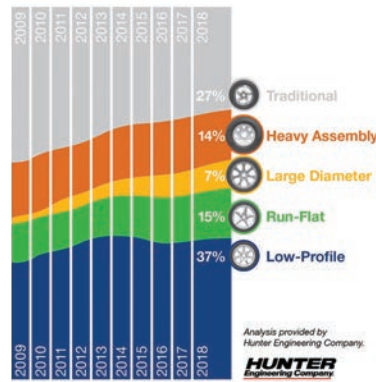
Assemblies such as these are requiring more skill from technicians using conventional tire changers and traditional balancers, Hunter said.

"New assemblies demand accuracy as well," Pete Liebetreu, vice president of marketing, said. "They can be sensitive to vibration and damage during service."

"The best equipment and best-equipped shops are better able to handle these additional requirements with easy-mounting, damage-free tire changers and accurate, weight-efficient, road force-capable balancers."

Hunter has developed a "Tire Changer Decision Guide" that assess the range of tire/wheel combinations on the

market and any special handling and/or equipment they might require.



Hunter Engineering Co. data show growth of difficult tire/wheel fitments.

Hunter's 'Push Reports' provide inspection data

ST. LOUIS

Hunter Engineering Co. has developed a performance-driven tool called Push Reports that provides shop managers with "actionable data" automatically from their Hunter inspection equipment.

This new autonomous inspection system is able to measure alignment and tire tread depth automatically, Hunter said, allowing shops to check every vehicle that comes through their doors.

"Shops are investing in inspection equipment that provides the best

return on investment," said Alan Hagerty, Hunter product manager, noting the Push Reports option enhances the value of that equipment.

With Push Reports, shops can set daily performance goals and identify presented, achieved and missed opportunities to better sell alignments and tires, Hunter said.

The app provides custom reports that can be pushed via text or email, allowing managers and owners to see shop performance and utilization of their Hunter inspection systems.

ASA partners with Podium for online reputation tool

BOISE, Idaho

Software provider ASA Automotive Systems Inc. is partnering with consumer communications platform Podium Corp. Inc. to help dealers using ASA software interact with customers and build their online reputation through reviews.

Podium's interaction management platform and online reputation management tools are available for companies running ASA's TireMaster, TireMaster GTX and TireMaster Enterprise Software.

With the tire and auto service industry operating in an extremely competitive market, dealers must build their online reputations, Dave Vogel, general manager of ASA Automotive Systems, said.

"By automating online review invitations, dealers can text review invites to review their dealership to customers who recently completed a transaction," Mr. Vogel said.

"This is when review invitations are most likely to become reviews.

"The Podium integration will save dealers time as well as improve trust through 'digital word of mouth' by increasing the number of online reviews on Google and Facebook that customers use when deciding where to buy tires or get a service job done from," he said.

According to ASA, Podium's platform allows dealers to interact with customers across channels, providing dealers insight into what customers are saying online.

All text, Facebook Messenger, Google Click-to Message and Webchat messages are delivered to one inbox, giving dealers the chance to respond directly, ASA said. They can have conversations live in their Podium account.

James Baxter, owner of Neighborhood Tire Pros in Decatur, Ga., said that with the integration of Lehi, Utah-based Podium and ASA Tiremaster, "We've seen a 500- to 600-percent monthly increase in the number of Google and Facebook reviews given by our customers, and a substantial increase in our star rating.

"The two-way messaging system that Podium offers is the best in the industry and is the perfect complement to all the features and excellent support we enjoy from ASA."

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TIRE BUSINESS



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Tire Brands Report

Covering flag, import, associate and private brands

TGI broadening Cosmo portfolio ahead of U.S. launch

By Bruce Davis
bdavis@crain.com

MIAMI

Tire Group International L.L.C. (TGI) is broadening the portfolio of its Cosmo brand — adding UHP, SUV, SUV-UHP and M/T patterns — as it gears up to launch the brand to U.S. customers.

The new lines will carry some rather unorthodox names — Sexy Beast UHP, Kitty Kat SUV UHP, Chubby Nubby M/T and El Jefe H/T SUV — thanks to market research TGI conducted that revealed that consumers are more apt to remember a brand if they connect with it on a personal level.

The new product names play off the Cosmo brand's Tiger logo/mascot.

TGI launched Cosmo in 1994, initially as a bias-ply light truck tire brand, and has marketed it predominantly to its Latin American/Caribbean customer base since while adding radial passenger, light truck, medium truck, etc. lines.

The Miami-based wholesaler expanded the brand's reach last year to Europe and now has started to market it throughout the U.S., according to Rick Wheeler, who was hired earlier this year as vice president of national sales, a newly created position.



Wheeler

The new tires are designed to provide low noise, low rolling resistance and “exceptional” performance with “activated grip” technology, TGI said. The brand will be marketed and priced as a premium Tier 3 entry-level product, Mr.



Tire Group International is introducing several new tire lines, including Chubby Nubby, left, and Sexy Beast UHP, right, with names that it hopes consumers will find easy to remember.

Wheeler said.

“Cosmo is positioning itself to raise the bar when it comes to marketing a product that for most people is viewed as foreign and an unappreciated necessity,” TGI President Joaquin Gonzalez said.

“We want to make the tire-buying experience memorable and fun for the consumer and our marketing will continually reinforce that.”

Mr. Wheeler said TGI's strategy with the Cosmo brand will be to build partnerships with targeted small to mid-sized independent dealers looking for a quality Tier 3 product. The U.S. launch will focus on passenger, SUV and light truck fits, Mr. Wheeler said, but eventually could include the commercial truck products as well.

‘We want to make the tire-buying experience memorable and fun for the consumer, and our marketing will continually reinforce that.’

Joaquin Gonzalez, TGI president

Business will be containerload only at first, Mr. Wheeler said, although TGI will monitor the brand's progress closely to determine if or when domestic distribution would make sense.

TGI anticipates building the brand slowly but steadily in the U.S., Mr. Wheeler said, stressing the strategy will be “quality over quantity” in terms of establishing and building relationships with customers.

Parallel to the firm's efforts to build a distributor base, TGI is planning a nationwide consumer marketing campaign targeting the millennial, female and Hispanic demographics.

The new lines are available now, TGI said, in the following size ranges:

- El Jefe — 14 sizes ranging from 215/70R16

to 275/65R18 and T and H speed ratings;

- Sexy Beast — 12 sizes ranging from 265/R20 XL to 305/3rR24 XL and H and V speed ratings;
- Kitty Kat — five W speed-rated sizes ranging from 225/35R20 XL to 275/40R20 XL; and
- Chubby Nubby — five Q speed-rated sizes ranging from 33x12.5R20LT to 33x12.5R24LT.

TGI describes the El Jefe as a tire with wide footprint and high-mileage compound; the Sexy Beast UHP as having a “sleek, streamlined pattern” for a quiet high-performance ride; the Kitty Kat SUV-UHP as having an asymmetric tread pattern for “exceptional” cornering and braking characteristics; and said the Chubby Nubby gets its name from its wide base and “aggressive” reinforced shoulders and heavy-duty sidewalls.

The new lines are produced primarily in Thailand by Zhongce Rubber (Thailand) Co. Ltd., TGI said.

Mr. Wheeler joined TGI recently after 25 years' experience with Goodyear, Michelin North America/TCi Tire Centers and Kumho Tire USA Inc. He's responsible for sales, marketing and customer service teams for the North American market.

Cosmo is one of TGI's six proprietary brands; the others are Astro, Atlas, Industar, Luna and Orion. It has a sales offices in Tampa in addition to its headquarters in Miami.

This is TGI's second attempt at launching a brand in the U.S. Two years ago it re-launched the Atlas brand of passenger, light truck and commercial tires — a brand launched originally in the 1930s by Standard Oil but which had been dormant since the late 1990s — with an extensive nostalgia-themed marketing campaign, featuring posters and video clips of Atlas advertising from the 1960s and 1970s.

Ex-Zafco exec secures OTR deals for wholesale firm

By Bruce Davis
bdavis@crain.com

JACKSONVILLE, Fla.

Former Zafco International and Martino Tire & Auto executive Minoo Mehta is ramping up the scale of the wholesale distribution company he opened in 2015, by securing U.S. distribution rights to Pirelli-brand farm and OTR and Magna-brand OTR tires.

The company, Jacksonville-based Tires Direct Wholesale, recently opened a warehouse in Atlanta and plans to open another in Dallas before mid-year and in Florida before year-end, Mr. Mehta said.

The warehouses will complement the firm's existing distribution centers in Houston, Los Angeles and Jacksonville.

The company is sourcing the Pirelli farm and OTR tires from Prometeon Tyre Group operations in Brazil. Magna produces its OTR tires at a plant in the Netherlands and via third-party manufacturers in China and Thailand.

The company offers both container-direct shipping and smaller shipments from its U.S. warehouses, Mr. Mehta said, moving on average about eight containers a day in and out of each warehouse in the growing distribution network.

Tires Direct Wholesale built its business
SEE **WHOLESALE**, PAGE 11



Former Zafco International and Martino Tire & Auto executive Minoo Mehta has secured U.S. distribution rights to Pirelli-brand farm and OTR and Magna-brand OTR tires.

Quiet year for branding Mergers, acquisitions highlight year; Giti to revitalize GT Radial brand

By Bruce Davis
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In terms of branding trends, the past year was relatively quiet for the North American tire industry.

Changes in branding came primarily via the merger/acquisition route — think Group Michelin's takeover of Camso Inc. and its basket of brand names — or shifts in responsibility for specific brands in the wake of rising U.S. import duties on products from China.

Among the more notable initiatives is Tire Group International's plan to broaden its base beyond Latin America/the Caribbean into the U.S. by adapting its Cosmo brand to include sizes and types for North American tastes and conditions. *See more complete story on this page.*

Giti Tire USA recently announced plans to revitalize the GT Radial brand in North America, starting with new products in several key market segments, including grand touring, light truck/SUV and medium commercial.

The company, part of Singapore-headquartered Giti Tire Group, is banking on the growing tire capacity at its Richburg, S.C., plant to be the foundation for this initiative.

“We have plans over the next five years to

introduce new products every year out of this plant,” Giti North America CEO Tim Fulton said during a recent media tour of the plant.

The plant, Giti's most state-of-the-art facility worldwide, is producing about 8,000 tires per day now with an eventual capacity for 10 million tires per year.

Giti also is making plans for wider distribution of its Giti brand, which for now is primarily being used as an OE-dedicated line.

Other changes involving tire branders over the past year include:

- CEAT Specialty Tires Inc. adding the Altura OTR brand as an associate brand alongside its flagship CEAT farm and OTR brand.

- Gus Lima and Marco Zingi, principals of Oriente Triangle Latin America Inc., secured a deal with Turkey's Petlas Tire Corp. for North American distribution rights to the Petlas brand. To prepare for the deal Oriente Triangle set up a new company, Oriente Tire USA L.L.C. in Miami, and named David Halldane sales director.

While the new company exists, the principals involved don't expect tires to be available on a broad basis until 2020.

- Prinx Chengshan Tire Co. Ltd. — a former Cooper Tire & Rubber Co. joint

SEE **BRANDING**, PAGE 11

Branding

CONTINUED FROM PAGE 10
venture — set up a U.S. sales office, Prinx Chengshan North America Inc., in the Los Angeles area late last year to support the launch of a new truck and bus tire brand in North America. The company tentatively indicated it would use its Fortune brand here but said other names were being considered.

The imposition by the U.S. of elevated import duties on truck tires from China earlier this year, however, has prompted Prinx Chengshan to delay the launch until it can get a plant it is building in Malaysia on stream, according to John Aben, the former Giti Tire (USA) Ltd. and Nexen Tire America Inc. executive hired to set up

the new company.

- St. Louis Wholesale Tire Inc. also struck a deal with Petlas to become the exclusive U.S. distributor for the Turkish tire maker's Starmaxx-brand ag and industrial-brand tires.

The St. Louis-based nationwide distributor of specialty tires and inner tubes is in the process of lining up new distributors in geographic regions for the brand, which it called the "best-kept secret" in the ag industrial tire world.

- Sutong China Tire Resources Inc. — importer of the Caraway, Cavalry, Hemisphere, Hi-Run, Long March, Lande, Pinnacle and Road One brands — deleted "China" from its name, opting instead to go to market as Sutong Tire Resources.

- Route 66 Tire & Rubber changed

its name to SWT Americas L.L.C., in reference to Speedways Rubber Co., the Indian tire maker that supplies much of SWT's farm, OTR and industrial tire product portfolio and is considered a corporate partner.

The Aledo, Texas-based company is developing a new website — www.swtamericas.com — which will link to the Speedways corporate site once it's launched. The company is developing growth plans, but they are not expected to take effect until 2020, a company spokesperson said.

- Tires Direct Wholesale, a growing Jacksonville, Fla.-based wholesaler, jumped into the branding arena by securing deals to import and distribute Pirelli-brand farm and OTR tires and Magna-brand OTR tires. See more complete story on

page 10.

- Aftermarket diesel pickup truck modifiers Diesel Power Gear L.L.C. — a.k.a. the "Diesel Brothers" — jumped into the tire game with the launch of the "Legion" brand, built by Cooper Tire & Rubber Co.

- Michelin North America Inc. is refreshing the look of its Uniroyal-brand tiger mascot. See more complete story on page 20.

- Continental Tire the Americas has begun using its Viking brand — seldom used in the U.S. but well-known in Europe as a winter tire product — for a new line of winter tires launched recently for the 2019-20 winter season. Conti acquired the Viking name in 1983 with its takeover of Norwegian tire maker Viking Tyres.

Some other new companies to

surface in the past year include:

- East Coast International Tire Group Co. Inc., based in Maspeth, N.Y., and handling Annaite truck tires and Farroad and Wanli-brand passenger and light truck tires.

- Fury Off Road Tires & Wheels in Coppell, Texas, handling Fury-brand tires and wheels, predominantly in the extreme (large diameter) light truck segment.

A number of companies active in tire importing and/or distribution either faded from existence or went into hibernation this past year, including: ITA, a tire distribution arm of Itochu International; ITG Voma Corp., which handled the Capitol and other brands from China; and International Tires L.L.C., which handled a number of OTR brands.

Wholesale

CONTINUED FROM PAGE 10
prior to securing the Pirelli and Magna deals by selling a wide range of medium truck tires, including major brands such as Bridgestone, Goodyear, Michelin and Toyo, along with import brands Haida, Kapsen and Windpower.

It now also handles Pirelli-brand truck tires for customers in Florida and Texas, Mr. Mehta said, along with Magna's growing line of truck tires.

He's in negotiations to add other brands as well, he told *Tire Business*.

Mr. Mehta, who was the gener-



al manager of Zafco from 2012-15, also is running a second business, Tire Super Centers (TSC), a Jacksonville-based dealership with five commercial truck tire centers in Florida and one in Georgia.

Mr. Mehta bought this business about three years ago and has added four locations since taking it over.

While primarily servicing commercial accounts, the TSC locations also sell passenger tires and perform maintenance and repair work on



cars and light trucks.

Mr. Mehta said he's looking to add more locations to this business, as well.

Since leaving Zafco in 2015, Mr. Mehta has been active with Tire Consultants Group, an enterprise that provides sales, branding, advertising, marketing and operational support to tire dealers, wholesalers, manufacturers and other interested parties in North America.

Prior to joining Zafco/Martino Tire in 2012, he worked for ATV Inc./American Tire Depot and Discount Tire Centers in California for nearly 15 years.



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*Survey conducted by Marketplace Insights on behalf of *Tire Review* for its 2018 Brand Study (August 2018 Sourcebook issue).

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Tire Brands Report

Brands at a glance

Brand	Company
Accelera	Zafco International L.L.C.
Achilles	Achilles Tires USA Inc.
Advance [®] (OTR)	GTC North America
Advance [®] (truck/bus)	TBC Corp.
Advanta	American Pacific Industries Inc.
Aeolus	Alliance Tire Americas Inc.
Aeolus	Dynamic Tire Corp.
Aoteli	Janak Global Enterprises Inc.
Ag-Pro	Penn Tire Co.
Agristorm ND2	SWT Americas L.L.C.
Agro Land	SWT Americas L.L.C.
Air-Loc	St. Louis Wholesale Tire
Air Ryde	Global Rubber Industries
Alliance	Alliance Tire Americas Inc. (Yokohama)
Altura	CEAT Specialty Tires Inc.
American ¹	Specialty Tires of America Inc.
American Classic [®]	Universal Vintage Tire Co.
American Classic [®]	Coker Tire Co. Inc.
American Tourer	Omni United USA Inc.
Americus	American Omni Trading Co.
Ameritrail	Allied Tire & Wheel
Amerityre	Amerityre Corp.
Amp	The Wheel Group
Annaite	East Coast Intl. Tire Group
Antares	Horizon Tire Inc.
A-Plus	Super Tire Inc.
Apollo	Apollo Vredestein Tires Inc.
Arisun	ZC Rubber America Inc.
Arizonian	Discount Tire Co. Inc.
Armadillo	Armadillo Tire L.L.C.
Armstrong	Armstrong Tire L.L.C. (Zafco)
Arroyo	WTD Wholesale Tire Distributors
Aspen	Big O Tires L.L.C./TBC Corp.
Astro	Tire Group International L.L.C.
Atlas [®]	Linglong Americas Inc.
Atlas [®]	Tire Group International L.L.C.
Atturo	Atturo Tire Corp.
Aurora	Hankook Tire America Corp.
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Bridgestone	Bridgestone Americas Inc.
Buckshot	Dunlap & Kyle Co. Inc.
Cambertire	Cambertire L.L.C.
Cambridge	Vee Tyre & Rubber Co.
Camso	Camso Inc.
Caraway	Sutong Tire Resources Inc.
Carlisle	Carlstar Group L.L.C.
Casumina	U.S. Tirex Inc.
Cavalry	Sutong Tire Resources Inc.
Ceat [®]	CEAT Specialty Tires Inc.
Ceat [®]	Tyres International Inc.
Centennial	Greenball Corp.
Coach Master	International Tires 1 L.L.C.
Coker Classic	Coker Tire Co. Inc.
Constellation	Alliance Tire Americas Inc.
Continental	Continental Tire the Americas L.L.C.
Convoy	SWT Americas L.L.C.
Cooper	Cooper Tire & Rubber Co.
Copartner	Janak Global Enterprises Inc.
Cornell	Pep Boys - Manny, Moe & Jack
Corsa	Omni United USA Inc.
Cosmo	Tire Group International L.L.C.
Crop Max	American Omni Trading Co.
Crosswind	TBC Corp.
CST	Maxxis International-LUSA
Cultor	Mitas Tires North America Inc.
Daewoo	Daewoo International (America) Corp.
Dakota	Super Tire Inc.
Dargoltz	Stephanie Tires Corp.
Dawg Pound	East Bay Tire Co.
Dayton	Bridgestone Americas Inc.
Dcenti	Dcenti Tire Inc.
Deestone	American Omni Trading Co.
Definity	Pep Boys - Manny, Moe & Jack
Delinte	Sentury Tire USA
Delium	Penn Tire Co.
Delta	TBC Corp.
Denman	Lucas Classic Tires
Dextero	Giti Tire (USA) Ltd.
Diamondback	Dynamic Tire Corp.
Dick Cepek	Max-Trac Tire Co. Inc.
DieHard	Sears Tire Group
Dobermann [®]	Dobermann Tire Corp.
Dobermann [®]	Tube & Solid Tire Ltd.
Doral	TBC Corp.
Double Coin	China Manufacturers Alliance L.L.C.
Douglas	Wal-Mart Stores Inc.
DRC	Sonny Bosco Inc.
Dunlop ²	Goodyear Tire & Rubber Co.
Dunlop ²	Sumitomo Rubber North America L.L.C.
Dunlop (v)	Universal Vintage Tire Co.
Duramas	Tire Group International L.L.C.
Duramax	Sentry Tire & Rubber L.L.C.
Duraturon	YC Rubber Co. (North America) L.L.C.
Duro	Duro Tire & Wheel
Durun	Unicorn Tire Corp.
Dynacargo	TBC Corp.
Dynamaxx	Maxam Tire North America Inc.
Dynamo	Dynamic Tire Corp.
Dynastar	China Manufacturers Alliance L.L.C.
DynaTrac	Hercules Tire (American Tire Distributors)
Dynatrail	China Manufacturers Alliance L.L.C.
Eclat	Armadillo Tire L.L.C.
Eldorado	TBC Corp.
Ensign	Universal Vintage Tire Co.
Evergreen	Milestone Tire Canada Corp.
Evolux	Linglong Americas Inc.
Excelsior	Coker Tire Co. Inc.
Exmile	Armadillo Tire L.L.C.
EZ Load	Tires International Corp.
Falken	Sumitomo Rubber North America L.L.C.
Farm Boy	SWT Americas L.L.C.
Farroad	East Coast Intl. Tire Group
Federal	Federal Tire North America Inc.
Firestone	Bridgestone Americas Inc.
Firestone (v)	Coker Tire Co. Inc.
Forceum	Zafco International L.L.C.
Formula	Prometeon Tyre Group Commercial Solutions L.L.C.
Fortune	Prinx Chengshan Tire North America
Freedom Hauler	Transamerica Tire Co. Ltd.
Freestar	Tireco Inc.
Fuel	Fuel Off Road Inc.
Fury	Fury Off Road Tires & Wheels
Futura	Pep Boys - Manny, Moe & Jack
Fuzion	Bridgestone Americas Inc.
Galaxy	Alliance Tire Americas Inc.
Garfield	Coker Tire Co. Inc.
GBC Motorsports	Greenball Corp.
General	Continental Tire the Americas L.L.C.
Geostar	Tireco Inc.
Ginelli	Dcenti Tire Inc.
Giti	Giti Tire (USA) Ltd.
Gladiator	American Pacific Industries Inc.
Globe Guard	Global Rubber Industries
Globe Star	Global Rubber Industries
Gold Partner	Dcenti Tire Inc.
Golden West	Allied Tire & Wheel
Goodyear ³	Goodyear Tire & Rubber Co.
Goodyear ³	Titan International Inc.
Goodyear (v)	Kelsey Tire Inc.
Grassmaster	OTR Wheel Engineering Inc.
Greatway	Super Tire Inc.
Green Max	Linglong Americas Inc.
Green+	Active Green+ Ross Tire & Automotive
Greenball	Greenball Corp.
Grenlander	Horizon Tire Inc.
Groundspeed	Sentury Tire USA
GT Radial	Giti Tire (USA) Ltd.
Guardsman Plus	Sears Tire Group
Hankook	Hankook Tire America Corp.
Hartford	Coker Tire Co. Inc.
Hartland	Discount Tire Co. Inc.
Harvest King	TBC Corp.
Heatmaster	OTR Wheel Engineering Inc.
Hemisphere	Sutong China Tire Resources Inc.
Hercules	Hercules Tire / American Tire Distributors
Heritage	Sure Tire Co.
Hi-Fly	Unicorn Tire Corp.
Hilo	Leviathan Corp./OTRUSA.com
Hi-Run	Sutong China Tire Resources Inc.
Hixih	Hixih Rubber Industry Group
Hoosier	Hoosier Racing Tire Corp.
Indus	MRL Tyres USA Inc.
Industar	Tire Group International L.L.C.
Innova	Achieva Rubber Corp.
IROK	Interco Tire Corp.
Ironhead	Sailun-Jinyu International
Ironman	Hercules Tire / American Tire Distributors
Isdaka	Stephanie Tires Corp.
ITL	Trelleborg Wheel Systems Americas Inc.-Industrial Division
ITP	Carlstar Group L.L.C.
JK	Lucy's Tire Americas
Joyroad	Janak Global Enterprises Inc.
Judoka	Janak Global Enterprises Inc.
K-9 [®]	Tube & Solid Tire Ltd.
K-9 [®]	Dobermann Tire Corp.
Kanati	Greenball Corp.
Kapsen	Foreign Tire Sales Inc.
Kapsen [^]	Milestone Tire Canada Corp.
Karrier	American Kenda Rubber Ind. Co. Ltd.
Kelly	Goodyear Tire & Rubber Co.
Kenda	American Kenda Rubber Industries Co. Ltd.
Kilomax	Armadillo Tire L.L.C.
Kingforest [^]	Milestone Tire Canada Corp.
Kolsan	Taray International Corp.
Koryo	Altila Tire L.L.C.
Kumho	Kumho Tire USA Inc.
Lancaster	Statewide Tires Inc.
Lande	Sutong Tire Resources Inc.
Landsail	Sentury Tire USA
Laufenn	Hankook Tire America Corp.
Laugfs	Laugfs USA L.L.C.
Leao	Linglong Americas Inc.
LeMans	Bridgestone Americas Inc.
Legion	Diesel Power Gear L.L.C.
Lester	Universal Vintage Tire Co.
Lexani	Lexani Tires Worldwide Inc.
Lightning	Lexani Tires Worldwide Inc.
Linglong	Linglong Americas Inc.
Lionhart	Turbo Wholesale Tires Inc.
Litefoot	OTR Wheel Engineering Inc.
Loadstar	American Kenda Rubber Ind. Co. Ltd.
Long March	Sutong Tire Resources Inc.
Longstone	Lucas Classic Tires
Lucas	Lucas Classic Tires
Luna	Tire Group International L.L.C.
M&H Racemaster	Interco Tire Corp.
Magna	Tires Direct Wholesale
Maine Tire	Trelleborg Wheel Systems Americas Inc.-Industrial Division
Malhotra	MRL Tyres USA Inc.
Marastar	Carlstar Group L.L.C.
Marcher	Stephanie Tires Corp.
Mark-Ma	Tri-Ace Wheel & Tire Corp.
Master	Countrywide Tire & Rubber Inc.
Mastercraft	Cooper Tire & Rubber Co.
Mastertrack	Unicorn Tire Corp.
Maxam	Maxam Tire North America Inc.
Maximizer	McLaren Industries Inc.
Maximo	Trelleborg Wheel Systems Americas Inc.-Agricultural & Forestry Division
Maxxis	Maxxis International-USA
Mayrun	WTD Wholesale Tire Distributors
Mesa	Big O Tires L.L.C./TBC Corp.
Metzeler	Pirelli Tire L.L.C.
Michelin	Michelin North America Inc.
Mickey Thompson	Max-Trac Tire Co. Inc.
Milemax	Armadillo Tire L.L.C.
Milepro	Super Tire Inc.
Milestar	Tireco Inc.
Mirada	TBC Corp.
Mitas	Mitas Tires North America Inc.
MITL	Trelleborg Wheel Systems Americas Inc.-Industrial Division
Mobile Trac	Allied Tire & Wheel
MOMO	MOMO Tires America
Monarch	Trelleborg Wheel Systems Americas Inc.-Industrial Division
Motomaster	Canadian Tire Corp. Ltd.
MRF	Tyres International Inc.
MRL	MRL Tyres USA Inc.
Mudshark	OTR Wheel Engineering Inc.
Multi-Mile	TBC Corp.
Nanco	Tireco Inc.
Nankang	Tireco Inc.
National	TBC Corp.
Net Gear	ABC Tire Group Inc.
Neuton	YHI International / Konig Wheels
Nexen	Nexen Tire America Inc.
Nexen Solid	Professional Industrial Tire Co.
Nika	Vee Rubber America Inc.
Nitto	Nitto Tire U.S.A. Inc.
Nokian	Nokian Tyres Inc.
Nordman	Nokian Tyres Inc.
Nu-Air	McLaren Industries Inc.
Nutech	American Omni Trading Co.
Ohtsu	Sumitomo Rubber North America L.L.C.
Omni Cargo	American Omni Trading Co.
Omni Trail	American Omni Trading Co.
Onyx	Unicorn Tire Corp.
Orca	Trelleborg Wheel Systems Americas Inc.-Industrial Division
Orion	Tire Group International L.L.C.
Otani	Foreign Tire Sales Inc.
Outrigger	OTR Wheel Engineering Inc.
Ozka	Taray International Corp.
Pantera	Sentury Tire USA (distributed by Tire Alliance Group)
Pathfinder	Discount Tire Co. Inc.
Patriot	Omni United USA Inc.
Paydirt	SWT Americas L.L.C.
Payload	SWT Americas L.L.C.
PeakMaster	Global Rubber Industries
Petlas	Oriente Tire USA L.L.C.
Phantom	Discount Tire Co. Inc.
Phoenix	Coker Tire Co. Inc.
Pinnacle	Sutong Tire Resources Inc.
Pirelli (consumer)	Pirelli Tire L.L.C.
Pirelli (commercial)	Prometeon Tyre Group Commercial Solutions L.L.C.
Pirelli (farm, OTR)	Tires Direct Wholesale
Pirelli Cinturato (v)	Lucas Classic Tires
Pit Bull	Pit Bull Tire Co.
Power King	TBC Corp.
Premium Sport	Coker Tire Co. Inc.
Primewell	Giti Tire (USA) Ltd.
Primex	Alliance Tire Americas Inc.
Pro Comp	Pro Competition Tires, Wheels & Suspension Co. Inc.
Pro Trac	Coker Tire Co. Inc.
ProMeter	Foreign Tire Sales Inc.
Radar	Omni United USA Inc.
RBP	Lexani Tire Worldwide Inc.

TireBrandsReport



Brands at a glance

CONTINUED FROM PAGE 12

Brand	Company
RDR	Dcenti Tire Inc.
Regency	Bridgestone Americas Inc.
Road Hugger	Discount Tire Inc.
Road Pioneer	World Wide Distribution Inc.
Roadhandler	Sears Tire Group
RoadLux	Omni United USA Inc.
Roadmaster	Cooper Tire & Rubber Co.
RoadOne	Sutong China Tire Resources Inc.
Roadshine	Stephanie Tires Corp.
RoadX	Sailun-Jinyu International
RoadX [^]	Dynamic Tire Corp.
Rodaco	Camso Inc.
Route 66 Hot Rod UHP	SWT Americas L.L.C.
Royal Black	Super Tire Inc.
Royalton	Lucas Classic Tires
Rubbermaster	Countrywide Tire & Rubber
Rydanz	Horizon Tire Inc.
Saffiro	WTD Wholesale Tire Distributors
Sahara Classic	Excel Tire & Wheel Corp.
Sailun [^]	Dynamic Tire Corp.
Sailun	TBC Corp.
Samson [*]	GTC North America
Samson ^v	TBC Corp.
Sceptor	TBC Corp.
Security	Brand Inc.
Semperit	Continental Tire the Americas L.L.C.
Sentry	Sentry Tire & Rubber L.L.C.
Sentury	Sentury Tire USA
Solar	TBC Corp.
Solideal	Camso Inc.

Solid Maxx	B.I.T. Tires
Solid Solver	Mitchell Industrial Tire Co. Inc. (MITCO)
Solidmax	World Wide Distribution Inc.
Sotera	Horizon Tire Inc.
Speedways	Omni United USA Inc.
STA	Specialty Tires of America Inc.
Starfire	Cooper Tire & Rubber Co.
Starmaxx	St. Louis Wholesale Tire
Sumitomo	TBC Corp.
Summit	Sure Tire Co.
Sunfull	Unicorn Tire Corp.
Sunstone	Stephanie Tires Corp.
Super A	Super Tire Inc.
Super Solid	Mitchell Industrial Tire Co. Inc. (MITCO)
Super Swamper	Interco Tire Corp.
Super Trac RBT	Allied Tire & Wheel
Super Trail	Allied Tire & Wheel
Supermax	Horizon Tire Inc.
Sure-Trac	Lucy's Tire Americas
SWT	SWT Americas L.L.C.
Synergy	Sutong Tire Resources Inc.
TBB	Statewide Tires Inc.
Terra Raider	Penn Tire Co.
Thunderer	American Omni Trading Co.
Tiber	Tyres International Inc.
Tiron	Leviathan Corp./OTRUSA.com
Titan	Titan International Inc.
Tomahawk	OTR Wheel Engineering Inc.
Tow-Master	Greenball Corp.
Towmax STRII	TBC Corp.
Toyo	Toyo Tire U.S.A. Corp.
Trac-Gard	Tireco Inc.

Traction Master	OTR Wheel Engineering Inc.
Trailfinder	Discount Tire Co. Inc.
Trail Xtreme	Allied Tire & Wheel
Trailer King II ST	TBC Corp.
Transeagle	Transamerica Tire Co. Ltd.
Transporter	Penn Tire Co.
Travelstar	Unicorn Tire Corp.
Treadstar	Allied Tire & Wheel
Treadura	Dunlap & Kyle Co. Inc.
Trelleborg	Trelleborg Wheel Systems Americas Inc.-Industrial Division
Trelleborg	Trelleborg Wheel Systems Americas Inc.-Agricultural & Forestry Division
Tri-Ace	Tri-Ace Wheel & Tire Corp.
Triangle	Triangle Tires USA L.L.C.
Ultimate XT	Global Rubber Industries
Uniroyal	Michelin North America Inc.
Universal	Universal Vintage Tire Co.
Valkyrie	B.I.T. Tires
Vee	Vee Rubber America Inc.
Veento	Vee Rubber America Inc.
Venezia	American Omni Trading Co.
Venom Power	Transamerica Tire Co. Ltd.
Vercelli	American Omni Trading Co.
Verizon	ABC Tire Group Inc.
Viking	Continental Tire the Americas L.L.C.
Vitour	World Wide Distribution Inc.
Vogue	Vogue Tyre & Rubber Co.
Vredestein	Apollo Vredestein Tires Inc.
Wards Riverside	Lucas Classic Tires
Wanli	East Coast Intl. Tire Group
Warrior	China Manufacturers Alliance L.L.C.

Waterfall	Horizon Tire Inc.
Wearmaster	OTR Wheel Engineering Inc.
Westlake [*] (P/LT)	Tireco Inc.
Westlake [*] (Truck/OTR)	Tyres International Inc.
Wide Track Solids	Professional Industrial Tire Co.
Windforce	WTD Wholesale Tire Distributors
Windpower [^]	Dynamic Tire Corp.
Windpower	World Wide Distribution Inc.
Winrun	WTD Wholesale Tire Distributors
Wizzard	OTR Wheel Engineering Inc.
Workforce	ABC Tire Group Inc.
XPT	Global Rubber Industries
YKS	Foreign Tire Sales Inc.
Yokohama	Yokohama Tire Corp.
Zeetex	Zafco International L.L.C.
Zenna	American Pacific Industries Inc.
Zeta	World Wide Distribution Inc.
Zero-T	OTR Wheel Engineering Inc.
350/440 Mag	OTR Wheel Engineering Inc.

* — indicates two or more firms share rights to the brand; ^ — marketed in Canada by the company indicated; (v) — vintage version of the brand; 1 — Specialty Tires uses the 'American' name for a range of products — e.g., American Farmer, American Racer, etc.; 2 — Goodyear controls the Dunlop brand in North America for passenger, light and medium truck, replacement and OE, except for supplying OE tires to U.S. or Canadian assembly plants of Japanese car makers. Sumitomo Rubber North America controls the Japanese transplant OE supply rights plus all rights regarding motorcycle tires. 3 — Titan controls the rights to use the Goodyear name on agricultural tires in the Americas and Europe.

GIVE YOUR CUSTOMERS OUR 7-YEAR WARRANTY ADVANTAGE

90 YEARS OF LEGACY



All our Ag radial tires sold in North America are backed with the confidence-building 7-year warranty, providing exceptional CTR: lower compaction, higher traction and better roadability.

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 Distributed in USA by Tyres International Inc.
 For further inquiries, call 800-321-0941
 or email us at casti@ceat.com or sales@tyres1.com
 CEAT Specialty Tires Inc., 3440 Toringdon Way Suite 205,
 Charlotte NC 28277, USA

CEAT
SPECIALTY

HARD WORKING TIRES

TireBrandsReport

Private brand marketers

Directory of private brand marketers

NOTE: This directory shows marketers of various private label tires — brands owned/controlled by the company listed but manufactured under contract by a third party or parties. Where known, brands' manufacturers and/or countries of origin are shown. Companies that distribute both private and import brands are marked with an asterisk (*) to denote they appear in both the import and private brand marketer directories.

Active Green+ Ross Tire & Automotive Centre Inc.
580 Evans Ave., Toronto, Canada M8W 2W1
Phone: 416-255-5581
Fax: 416-255-4793
Email: info@activegreenross.com
Web: www.activegreenross.com
Brand: **Green+**; Mfr: Michelin [P, P-winter, LTR]

Allied Tire & Wheel
12300 Edison Way, Garden Grove, Calif. 92841
Greg Wells, general manager
Phone: 800-529-4335
Email: greg.wells@alliedwheel.com
Web: www.alliedwheel.com
Brand: **Ameritrail**; Mfr: N.A. [STR]
Brand: **Arisun**; Mfr: ZC Rubber, China [ATV]
Brand: **Golden West**; Mfr: China [STR]
Brand: **Mobile Trac**; Mfr: N.A. [STB]
Brand: **Super Trac RBT**; Mfr: N.A. [OTR]
Brand: **Super Trail**; Mfr: N.A. [STR]
Brand: **Trail Xtreme**; Mfr: N.A. [STR]
Brand: **Treadstar**; Mfr: N.A. [STB]

American Omni Trading Co.*
15354 Park Row Drive, Houston, Texas 77084
Chris Brackin, VP sales
Phone: 281-600-8473
Fax: 281-600-8475
Email: sales@american-omni.com
Web: www.american-omni.com
Brand: **Americus**; Mfr: Deestone, Thailand [P, HP, LTR, MTR]
Brand: **Crop Max**; Mfr: Deestone, Thailand [F/I]

Brand: **Nutech**; Mfr: Deestone, Thailand [MTB]
Brand: **Thunderer**; Mfr: Deestone, Thailand [P, HP, LTR, MTR, STR]
Brand: **Venezia**; Mfrs: Qindgao Sentury; LingLong, China [P, HP]
Brand: **Vercelli**; Mfrs: Qingdao Sentury, China; LingLong, China, Thailand [P, HP]

American Pacific Industries Inc.
8320 E. Hartford Drive, Scottsdale, Ariz. 85255
Barry Littrell, COO
Phone: 480-387-5980
Fax: 480-268-7478
Email: sales@apitire.com
Web: www.apitire.com
Brand: **Advanta**; Mfr: N.A. [LTR, MTR]
Brand: **Gladiator**; Mfr: Off-shore [LTR, STR, MTR, MTB, ATV, IND, OTR]
Brand: **Zenna**; Mfr: Off-shore [P, HP]

Armadillo Tire L.L.C.
209 S. Jefferson Ave., McGregor, Texas 76657
Steven Smith, owner
Phone: 254-709-1395
Email: sales@armadillotire.com
Web: www.armadillotire.com
Brand: **Armadillo**; Mfrs: China, Sri Lanka [IND]

Armstrong Tire L.L.C.
(Owned by Zafco International)
3200 NW 67th Ave., Building 2, Suite 260, Miami, Fla. 33122
Phone: 877-577-4466
Email: info@armstrongtire.com
Web: www.armstrongtire.com
Brand: **Armstrong**; Mfr: Otani Tire Co. Ltd., Thailand [P, HP, LTR, MTR]

Atturo Tire Corp.
3250 N. Oak Grove Ave., Waukegan, Ill. 60087
George Lugo, sales director; Kevin Martin, sales
Phone: 855-632-8031
Email: info@atturo.com
Web: www.atturo.com

Brand: **Atturo**; Mfrs: Federal Corp., Taiwan; Svizz One Corp., Thailand [HP, LTR, STR]

B.I.T. Tires
1104 Century St., Springdale, Ark. 72762
Jason Caldwell, manager
Phone: 800-248-0612
Fax: 479-750-9403
Email: sales@bittires.com
Web: www.bittires.com
Brand: **Solid Maxx**; Mfr: N.A. [IND, F/I-B, F/I-R, OTR]
Brand: **Valkyrie**; Mfr: N.A. [IND, F/I-B, F/I-R, OTR]

Big O Tires L.L.C.
(Subsidiary of TBC Corp.)
4280 Professional Center Drive, Suite 400, Palm Beach Gardens, Fla. 33410
John Kairys, VP and GM
Phone: 561-383-3000
Email: marketing@bigotires.com
Web: www.bigotires.com
Brand: **Aspen**; Mfr: Sumitomo Rubber [P, HP]
Brand: **Big O**; Mfr: Cooper Tire, U.S. [P, HP, LTR]
Brand: **Mesa**; Mfr: Cooper Tire, U.S. [LTR]

Cambertire L.L.C.
Spring Lake Road, Mukwonago, Wis. 53149
Phone: 262-434-7000
Email: optimasports@sbcglobal.net
Web: www.cambertire.com
Brand: **Cambertire**; Mfr: Specialty Tires of America [HP]

Canadian Tire Corp. Ltd.
2180 Yonge St., Toronto, Canada M4P 2V8
Phone: 416-480-3072
Fax: 416-480-8117
Web: www.canadiantire.ca
Brand: **Motomaster**; Mfrs: Goodyear, Hankook [P, P-winter, HP, LTR, ATV]

Coker Tire Co. Inc.
1317 Chestnut St., Chattanooga, Tenn. 37402
Jess Hoodenpyle, VP sales
Phone: 800-251-6336

Fax: 423-756-5607
Email: wholesale@coker.com
Web: www.cokertire.com
Brand: **American Classic**; Mfr: N.A. [P-vintage]
Brand: **BFGoodrich**; Mfr: N.A. [P-vintage]
Brand: **Coker Classic**; Mfr: N.A. [P-vintage]
Brand: **Excelsior**; Mfr: N.A. [P-vintage]
Brand: **Firestone**; Mfr: Specialty Tires of America, U.S. [P-vintage]
Brand: **Garfield**; Mfr: N.A. [vintage]
Brand: **Hartford**; Mfr: N.A. [P-vintage]
Brand: **Phoenix**; Mfr: N.A. [Racing]
Brand: **Premium Sport**; Mfr: N.A. [P-vintage]
Brand: **Pro Trac**; Mfr: N.A. [P-vintage]

Countrywide Tire & Rubber
123 N. 3rd St., Suite 706, Minneapolis, Minn. 55401
Phone: 800-328-0773
Fax: 800-447-4864
Email: customerservice@countrywidetire.com
Web: www.countrywidetire.com
Brand: **Master**; Mfr: Chinese [ATV]
Brand: **Rubbermaster**; Mfrs: Chinese, Indonesian [STR, L/G];

Daewoo International (America) Corp.
900 Wilshire Drive, Suite 204, Troy, Mich. 48084
Phone: 248-339-2880
Email: tedsalna@dwa.daewoo.com
Web: www.daewoo-tire.com
Brand: **Daewoo**; Mfr: N.A. [P, MTR, OTR]

Dcenti Tire Inc.
13875 Live Oak Ave., Irwindale, Calif. 91706
Email: info@dcenti.com
Web: www.dcentitire.com
Brand: **Dcenti**; Mfrs: China, Thailand [P, HP, LTR]
Brand: **Ginelli**; Mfrs: Overseas [LTR]
Brand: **Gold Partner**; Mfr: China [MTR]
Brand: **RDR**; Mfr: Indonesia [LTR]

Discount Tire Co. Inc.*
20225 N. Scottsdale Road, Scottsdale, Ariz. 85255
Phone: 480-606-6000
Fax: 480-606-5505

Web: www.discounttireco.com
Brand: **Arizonian**; Mfr: N.A. [P, LTR]
Brand: **Pathfinder**; Mfr: N.A. [P, LTR]
Brand: **Phantom**; Mfr: N.A. [P]
Brand: **Road Hugger**; Mfr: N.A. [P]
Brand: **Traillfinder**; Mfr: N.A. [P, LTR]

Dunlap & Kyle Co. Inc.
P.O. Box 720, Batesville, Miss. 38606
Eric Snellgrove, Sales manager
Phone: 662-563-7601
Fax: 662-563-4157
Email: dennis@dktire.com
Web: www.gatewaytire.net
Brand: **Buckshot**; Mfrs: Thailand, Taiwan [LTR]
Brand: **Treadura**; Mfr: Chinese [F/I-B]

East Bay Tire Co.
2200 Huntington Drive, Unit C, Fairfield, Calif. 94533
Sarah Tolnai, mktg. mgr.
Phone: 707-402-7732
Email: sales@eastbaytire.com
Web: www.eastbaytire.com
Brand: **Dawg Pound**; Mfrs: Alliance, BKT, Camso, Carlstar, Sailun, TVS [F/I, IND, MTB, OTR, STR, STB]

Foreign Tire Sales Inc.*
2444 Morris Ave., Union, N.J. 07083
Phone: 908-687-0559
Fax: 908-687-0231
Email: steve@foreigntire.com
Web: www.foreigntire.com
Brand: **Prometer**; Mfr: LingLong Tire, Thailand [P, HP, MTR, STR]
Brand: **YKS**; Mfr: N.A. [MTB, OTR]

Fuel Off Road Inc.
19200 S. Reyes Ave., Compton, Calif. 90221
Web: www.fueloffroad.com
Brand: **Fuel**; Mfr: Offshore [P, LTR]

Fury Off-Road Tires & Wheels
1461 South Belt Line Road, Suite 300,
CONTINUED ON PAGE 15

WEST LAKE®




CR960A CM980 CM986 CR976A CM983 CR915 CR926 CB972E AT557

1-800-321-0941 sales@tyres1.com

TireBrandsReport

Tire Business Special Feature

Private brand marketers

CONTINUED FROM PAGE 14

Coppell, Texas 75019
Phone: 855-575-3879
Email: info@furyoffroadtires.com
Web: www.furtytires.com
Brand: Fury; Mfr: Shandong New Continent Tire Co. Ltd., China [LTR]

Greenball Corp.

222 S. Harbor Blvd., Suite 700, Anaheim, Calif. 92805
Mike Castaneda, VP, aftmkt. sales
Phone: 800-946-9412
Fax: 310-694-9109
Email: info@greenball.com
Web: www.greenball.com
Brand: Centennial; Mfrs: Thailand, Various Asian [LTR, ATV]
Brand: GBC Motorsports; Mfrs: Indonesia, Thailand [ATV]
Brand: Greenball; Mfrs: Various Asian [IND, STR, STB, L/G]
Brand: Kanati; Mfr: Indonesia [LTR]

Hercules Tire

(Owned by American Tire Distributors Inc.)
 1995 Tiffin Ave., Suite 205, Findlay, Ohio 45840
Joshua Simpson, sr. VP proprietary brands
Phone: 844-432-9729
Email: info@herculestire.com
Web: www.herculestire.com
Brand: DynaTrac; Mfr: Linglong Tire, Thailand [MTR]
Brand: Hercules; Mfr: N.A. [P, HP, LTR, STR, MTR]
Brand: Hercules; Mfr: Camso/Solideal, Indonesia [IND, OTR]
Brand: Ironman; Mfr: N.A. [P, HP, LTR, MTR]

Horizon Tire Inc.

4818 4th St., Irwindale, Calif. 91706
Phone: 323-622-1920
Fax: 323-622-1927
Web: www.horizontire.com
Brand: Sotera; Mfr: N.A. [MTR]
Brand: Supermax; Mfrs: Vee Rubber Co., Thailand, & others [P, HP, LTR, LTB, MTR, MTB, STB, ATV, IND, OTR]

Interco Tire Corp.

2412 Abbeville Highway, Rayne, La. 70578
Phone: 800-299-8000
Fax: 337-334-9796
Web: www.intercotire.com
Brand: IROK; Mfrs: Various [LTR, LTB, STR, F/I, ATV, OTR]
Brand: M&H Racemaster; Mfrs: Various [Racing]
Brand: Super Swamper; Mfrs: Various [ATV, LTR, LTB]

Kelsey Tire Inc.

P.O. Box 564, Camdenton, Mo. 65020
Phone: 800-325-0091
Fax: 800-845-7581
Email: kelsey@kelseytire.com
Web: www.kelseytire.com
Brand: Goodyear; Mfr: Goodyear [P-vintage-B, P-vintage-R]

Lexani Tires Worldwide Inc.

5793 Martin Road, Irwindale, Calif. 91706
Aaron Tension, VP sales
Phone: 877-453-9264
Fax: 626-856-1428
Email: infor@turbotires.net
Web: www.lexanitires.net
Brand: Lexani; Mfrs: Thailand, China [P, HP, LTR, STR, ATV]
Brand: RBP; Mfrs: China, Thailand [ATV]

Lucas Classic Tires

2850 Temple Ave., Long Beach, Calif. 90806
Maytag Smith, GM
Phone: 800-952-4333
Fax: 562-595-0381
Email: lucasclassictires@gmail.com
Web: www.lucasclassictires.com
Brand: Bedford; Mfrs: Various [P-vintage-B]
Brand: Blockley; Mfr: N.A. [Racing-vintage]
Brand: Denman; Mfr: N.A. [P, LTB]
Brand: Longstone; Mfr: N.A. [P-vintage-B]
Brand: Lucas; Mfr: N.A. [P-vintage-B]
Brand: Pirelli Cinturato; Mfr: Pirelli [Racing-vintage]
Brand: Royalton; Mfr: N.A. [P-vintage-B]
Brand: Wards Riverside; Mfr: N.A. [P-vintage-B]

Omni United USA Inc.*

9900 Two Lakes Trail, Charlevoix, Mich. 49720
Scott Rhodes, VP sales N. Am.
Phone: 855-906-6646
Fax: 888-852-4152
Email: info@omni-united.com
Web: www.omni-united.com; www.radartires.com
Brand: American Tourer; Mfr: Thailand [P, HP, LTR]
Brand: Patriot; Mfrs: Thailand, Taiwan [P, HP, LTR]
Brand: Radar; Mfrs: Indonesia, China, Thailand [P, HP, LTR, MTR, STR]

OTR Wheel Engineering Inc.
 6 Riverside Industrial Park, Rome, Ga. 30161
Phone: 706-235-9781
Fax: 706-234-8137
Web: www.otrwheel.com
Brand: Grassmaster; Mfr: Thailand [IND, L/G]
Brand: Heatmaster; Mfr: Thailand [IND, OTR]
Brand: Lightning; Mfr: Thailand [IND, OTR]
Brand: Litefoot; Mfr: Thailand [L/G]
Brand: Mudshark; Mfr: Thailand [IND, OTR]
Brand: Outrigger; Mfr: Thailand [OTR]
Brand: Tomahawk; Mfr: Thailand [ATV]
Brand: Traction Master; Mfr: Deestone [IND, L/G]
Brand: Wearmaster; Mfr: Titan Tire [IND]
Brand: Wizzard; Mfr: Thailand [ATV]
Brand: Zero-T; Mfr: Thailand [L/G]
Brand: 350/440 Mag; Mfr: Thailand [ATV]

Penn Tire Co.*

P.O. Box 538, Hopkins, Minn. 55305
Mark Crigler, Eastern region; Scott Highfill, Western region

Phone: 763-746-0410
Fax: 952-224-2978
Email: dpenn@pennntires.com
Brand: Ag Pro; Mfrs: China, Vietnam [F/I]
Brand: Transporter; Mfrs: China, Vietnam [MTR, OTR, STR, ATV]
Brand: Terra Raider; Mfr: Indonesia [LTR]

Pep Boys – Manny, Moe & Jack

(Business unit of Icahn Enterprises L.P.)
 3111 W. Allegheny Ave., Philadelphia, Pa. 19132
Web: www.pepboys.com
Brand: Cornell; Mfr: Cooper [P]
Brand: Definity; Mfrs: Cooper, Hankook [LTR]
Brand: Futura; Mfr: Cooper [P, HP, LTR]

Pit Bull Tire Co

1815 Locust St., St. Louis, Mo. 63103
Phone: 800-645-2006
Fax: 314-621-5396
Email: dealerinfo@pitbulltires.com
Web: www.pitbulltires.com
Brand: Pit Bull; Mfrs: Various [LTR, LTB, ATV]

Pro Competition Tires, Wheels & Suspension Co. Inc.

400 W. Artesia Blvd., Compton, Calif. 90220
Phone: 800-776-0767
Fax: 310-747-3912
Email: info@procompusa.com
Web: www.procompusa.com
Brand: Pro Comp; Mfrs: Various offshore [LTR]

Professional Industrial Tire Co.

1532 Riverside Drive, Chattanooga, Tenn. 37406
Ken Cooper, exec. VP
Phone: 800-251-7683
Fax: 866-729-8473
Email: ken@protire.com
Web: www.protire.com
Brand: Wide Track Solids; Mfr: China [IND]

Sailun-Jinyu International

1 Kenview Blvd., Suite 300, Brampton, Ontario, Canada L6T 5E6
Phone: 647-530-8294
Fax: 905-595-0469;

Brand: Blacklion; Mfr: Sailun Jinyu Group, China, Vietnam [P, HP, LTR, STR, MTR]
Brand: Ironhead; Mfr: Sailun Jinyu Group, China, Vietnam [MRT]
Brand: RoadX; Mfr: Sailun Jinyu Group, China, Vietnam [MTR]

Sears Tire Group

3333 Beverly Road, Hoffman Estates, Ill. 60179
Phone: 847-286-6330
Fax: 847-286-6691
Web: www.sears.com/automotive-tires-wheels-tires/b-1289602424
Brand: DieHard; Mfr: Kumho [P, LTR]
Brand: Guardsman Plus; Mfrs: Various [P]
Brand: Roadhandler; Mfr: Hankook [P, HP, LTR]

Stephanie Tires Corp.

20213 NE 16th Place, Miami, Fla. 33179
Phone: 305-652-2200
Fax: 305-652-7600
Email: sales@stephanietires.com

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Tire Business Special Feature

TireBrandsReport

Private brand marketers

CONTINUED FROM PAGE 15

Web: www.stephanietires.com
Brand: Dargoltz; Mfr: China [IND]
Brand: Isdaka; Mfr: China [ATV, IND, M/C, OTR, STR]

Sure Tire Co.
 935 Main Plaza Drive, P.O. Box 126, Wentzville, Mo. 63385
Phone: 636-332-5100
Fax: 636-327-5130;
Email: info@suretire.com
Web: www.suretire.com
Brand: Heritage; Mfr: N.A. [P, LTR, STR]
Brand: Summit; Mfr: N.A. [P, HP, LTR, STR]

SWT Americas L.L.C.
 (formerly Route 66 Tire & Rubber)
 P.O. Box 780, Aledo, Texas 76008
Gregg Hubbard, president; Cari Solano, national account manager
Phone: 833-798-8473
Fax: 877-348-8221
Email: info@route66tire.com
Web: www.route66tire.com

Brand: Agristorm ND2; Mfr: Speedways Rubber, India [F/I]
Brand: Agro Land; Mfr: Speedways Rubber, India [F/I, IND, OTR]
Brand: Convoy; Mfr: Speedways Rubber [F/I, IND, OTR]
Brand: Farm Boy; Mfr: Speedways Rubber
Brand: Paydirt; Mfr: Speedways Rubber [F/I, IND, OTR]
Brand: Payload; Mfr: Speedways Rubber [F/I, IND, OTR]
Brand: Route 66 Hot Rod UHP; Mfr: Speedways Rubber [P, HP]

TBC Corp.*
 4300 TBC Way, Palm Beach Gardens, Fla. 33410
Marty Krcliec, exec. VP
Phone: 866-822-4968
Fax: 800-467-4638
Web: www.tbcbrands.com
Brand: Delta; Mfrs: Cooper, Sumitomo, Sailun, Sentury, various off-shore [P, HP, LTR]
Brand: Doral; Mfr: Sumitomo [HP]
Brand: Eldorado; Mfrs: Cooper, Sumitomo, Sailun, Sentury, various off-shore [P, HP, LTR]
Brand: Harvest King; Mfrs: Various [F/I]

Brand: Mirada; Mfr: Sumitomo [P, HP, LTR]
Brand: Multi-Mile; Mfrs: Cooper, Sumitomo, Sailun, Sentury, various off-shore [P, HP, LTR]
Brand: National; Mfrs: Sumitomo, Sailun, Sentury, various off-shore [P, HP, LTR]
Brand: Power King; Mfrs: Various [LTR, LTB, STB, MTR, MTB, IND, ATV, OTR]
Brand: Solar; Mfr: Sumitomo [HP]
Brand: Sceptor; Mfr: Nexen Tire [HP]
Brand: Towmax STRII; Mfr: Shandong Heng-feng Tyre [STR]
Brand: Trailer King II ST; Mfr: Shandong Changfeng Tyre [STR]

The Wheel Group
 18400 E. Gale Ave., City of Industry, Calif. 91748
Phone: 866-894-3351
Web: www.thewheelgroup.com
Brand: Amp; Mfr: Offshore [LTR]

Tire Alliance Groupe L.L.C. (TAG)
 25 B Hanover Road, Suite 140, Florham Park, N.J. 07932
Paul Alves, CEO and president

Phone: 973-850-0121
Email: tirealliance@tirealliance.com
Web: www.tirealliance.com
Brand: Pantera; Mfr: Sentury, Thailand [P, HP, LTR]

Tire Group International L.L.C.
 7500 NW 35th Terrace, Miami, Fla. 33122
Joaquin Gonzalez, president; Willie Kramer, sr. VP, domestic sales
Phone: 305-696-0096
Fax: 305-696-5926
Email: tgi@tiregroup.com
Web: www.tiregroup.com; www.atlas-tires.com
Brand: Astro; Mfr: Nexen, South Korea [IND]
Brand: Atlas; Mfr: Shandong Linglong, Thailand [P, LTR, MTR]
Brand: Cosmo; Mfrs: Sailun Jinyu, Shangwang Rubber, Qingdao Qihang, China [LTB, STR, STB, MTR, MTB, F/I, IND, OTR]
Brand: Duramas; Mfrs: YanChang Petroleum, Shandong Hugerubber, China [P, MTR]
Brand: Industar; Mfr: Qianzhen Tyre, China [LTB, MTB]
Brand: Luna; Mfr: Longkou Xinlong, China [LTB, MTB]
Brand: Orion; Mfr: Wanda Tyre, China [MTR]

Tireco Inc.*
 500 W. 190th St., Suite 600, Gardena, Calif. 90248
Andrew Hoit, VP sales & marketing
Phone: 310-767-7990
Fax: 310-217-9267
Email: sales@tireco.com
Web: www.tireco.com
Brand: Freestar; Mfr: Offshore [STR]
Brand: Geostar; Mfr: Offshore [STR]
Brand: Milestar; Mfr: Offshore [P, HP, LTR, MTR, MTR]
Brand: Nanco; Mfr: Offshore [STB, F/I, IND, ATV]
Brand: Trac-Gard; Mfr: Offshore [F/I, ATV]

Tires International Corp.
 2104 Franklin St., Houston, Texas 77002
Phone: 713-228-0234
Email: dvorak@tireinternational.net
Web: www.tiresinternational.net
Brand: EZ Load; Mfrs: Various [IND]

Transamerica Tire Co. Ltd.
 3181 Poplar Ave, Suite 218, Memphis, Tenn., 38111
Joe Davis, sales director
Phone: 702-576-1651
Email: derek@transamericatire.com
Web: www.transamericatire.com
Brand: Freedom Hauler; Mfrs: China, Southeast Asia [STR, STB, MTR]
Brand: Transeagle; Mfrs: China, Southeast Asia [STR, STB, MTR]
Brands: Venom Power; Mfrs: Southeast Asia [HP, LTR]

Universal Vintage Tire Co.
 2994 Elizabethtown Road, Hershey, Pa. 17033
Phone: 717-534-0715; **Fax:** 717-534-0719;
Email: sales@universaltire.com
Web: www.universaltire.com
Brand: American Classic; Mfr: N.A. [P-vintage]
Brand: Avon; Mfr: N.A. [P-vintage]
Brand: BFGoodrich; Mfr: N.A. [P-vintage]
Brand: Dunlop; Mfr: N.A. [P-vintage]
Brand: Ensign; Mfr: N.A. [P-vintage]
Brand: Lester; Mfr: N.A. [P-vintage]
Brand: Universal; Mfr: N.A. [P-vintage]

Vogue Tyre & Rubber Co.
 1101 Feehanville Drive, Mt. Prospect, Ill. 60056
Greg Hathcock, president; Kevin Goyak, exec. VP
Phone: 847-297-1900
Fax: 847-375-9367
Email: gregh@voguetyre.com
Web: www.voguetyre.com
Brand: Vogue; Mfr: Sailun Group, China, Vietnam [P, HP, LTR]

Wal-Mart Stores Inc.
 702 Southwest Eight St., Bentonville, Ark. 72716
Brand: Douglas; Mfr: Goodyear [P, HP]

WTD Wholesale Tire Distributors
 14350 Macaw St., La Mirada, Calif. 90638
Phone: 562-677-3900
Fax: 562-677-3097
Email: info@saffirotires.com
Web: www.wtdus.net
Brand: Arroyo; Mfr: N.A. [P, HP]
Brand: Mayrun; Mfr: N.A. [P, HP, LTR]
Brand: Saffiro; Mfr: N.A. [P, HP, LTR, LTB, MTR, MTB]
Brand: Windforce; Mfr: N.A. [P, HP, LTR]
Brand: Winrun; Mfr: N.A. [P, HP, LTR]

YHI International / Konig Wheels
 88 Sunnyside Blvd., Plainview, N.Y. 11803
Phone: 800-645-3878
Email: info@neutontire.com
Web: www.neutontire.com
Brand: Neuton; Mfr: N.A. [HP]

Zafco International L.L.C.*
 3200 NW 67th Ave., Building 2, Suite 260, Miami, Fla. 33122
Chris Tolbert, VP sales, East; John Thomas, VP sales, West
Phone: 305-406-3811
Fax: 305-406-9811
Email: mariam.zafar@zafco.com
Web: www.zafcointernational.com; www.acceleratire.com; www.zeetex.com; www.forceumtire.com
Brand: Zeetex; Mfrs: P.T. Elengperdana Tyre Industry, Indonesia [P, HP, LTR]; China [MTR, STR, ATV]

Brand Keys
P= Passenger; **HP=** High-performance radial; **R=** Radial; **B=** Bias; **LTR=** Light truck radial; **LTB=** Light truck bias; **L/G=** Lawn & Garden; **STB=** Specialty trailer bias; **STR=** Specialty trailer radial; **MTR=** Medium truck radial; **MTB=** Medium truck bias; **F/I-R=** Farm/Implement radial; **F/I-B=** Farm/Implement bias; **ATV=** All terrain vehicle; **IND=** Industrial; **OTR=** Off-road; **N.A.=** Not available (Unless otherwise indicated, all passenger tires are radials.)



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TIRES FOR EVERY DESTINATION

LIGHT TRUCK TIRES



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 Durable Construction
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TRAIL HOG A/T-4
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 Superior Traction

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NAVPOINT HTX
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 Excellent Traction

DIRT COMMANDER M/T
 Quiet Ride
 Optimum Traction

ATV/SXS TIRES



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MINI MONGREL
 First Youth
 SxS Specific Tire

TRAILER TIRES



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 Construction

TOW-MASTER
 Premium Construction
 Extended Warranty

TRANSMASER EV
 Best Value
 Dependable Towing

SAWTOOTH
 Exceeds
 DOT Standards

GREENSAVER PLUS G/T
 Exceeds
 DOT Standards

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With over four decades in the tire industry, we have a greater understanding of the needs and demands our customers face. We offer customized programs and diverse product lines to help your company thrive and expand into new areas of business. We support and encourage partnership at retail, wholesale and OEM levels.

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TireBrandsReport

Import brand marketers

Directory of import brand tire marketers

NOTE: This directory contains the importers of record/key distributors of various import brands — which Tire Business defines as brands owned/controlled by a non-U.S.-based tire manufacturer with no manufacturing base/capacity in North America. In some cases, where no single designated importer of record exists, certain brands may be listed by more than one distributor. Companies that distribute both import and private brands are marked with an asterisk (*) to denote they appear in both the import and private brand marketer directories.

ABC Tire Group Inc.
1641 West Main St., Suite 415, Alhambra, Calif. 91801
Mark McGilvra, VP sales; Candy Yin, sales
Phone: 626-281-3031
Fax: 626-281-2158
Email: sales@abctiregroup.net
Web: www.abctiregroup.com
Brands: **Border** [IND, F/I, ORT]; **Net Gear** [IND, OTR]; **Verizon** [IND, OTR]; **Workforce** [IND, OTR]

Achieva Rubber Corp.
1800 Border Ave., Torrance, Calif. 90501
Phone: 310-328-8868
Fax: 310-328-5768
Email: info@achievatires.com
Web: www.achievatire.com
Brand: **Innova** [ATV, IND, M/C]

Achilles Tires USA Inc.
(Subsidiary of P.T. Multistrada Arah Sarana, Indonesia)
15791 Rockfield Blvd., Suite B, Irvine, Calif. 92618
Mo Tanaka, GM sales; Michele Kurniawan, director of operations
Phone: 949-501-6030
Email: sales@achillestiresusa.com
Web: www.achillestiresusa.com
Brand: **Achilles** [P, HP, LT, Racing]

Alliance Tire Americas Inc.
(Subsidiary of Yokohama Rubber Co. Ltd., Japan; represents Aeolus Tyre Co. Ltd.)
201 Edgewater Drive, Suite 285, Wakefield, Mass. 01880
Allen Lyons, VP aftrmkt. sales, West & Canada; Brian Sheehey, VP mktng.
Phone: 800-343-3276
Fax: 701-322-2147
Email: ordertires@atgtire.com
Web: www.atgtire.com; www.constellationtire.com
Brands: **Aeolus** [MTR]; **Alliance** [F/I, IND, OTR]; **Constellation** [MTR, OTR]; **Galaxy** [F/I, IND, OTR]; **Primex** [F/I, IND, OTR]

American Kenda Rubber Ind. Co. Ltd.
(dba Kenda USA—Subsidiary of Kenda Rubber Industrial Co. Ltd., Taiwan)
7095 Americana Pkwy., Reynoldsburg, Ohio 43068
Brandon Stotsenburg, VP automotive
Phone: 614-866-9803
Fax: 614-866-9805
Email: bstotsenburg@kendausa.com
Web: www.kendatire.com
Brands: **Karrier** [STR]; **Kenda** [P, HP, LTR, STR, STB, ATV, IND, M/C, L/G]

American Koryo Inc.
1898 Rustin Ave., Riverside Calif. 92507
Phone: 909-869-0500
Web: www.koryotireus.com
Brand: **Koryo** [P, HP, MTR]

American Omni Trading Co.*
15354 Park Row Drive, Houston, Texas 77084
Scott Bishop, sales mgr.
Phone: 281-600-8473
Fax: 281-600-8475
Email: sales@american-omni.com
Web: www.american-omni.com
Brand: **Deestone** [LTB, STB, MTB, F/I, IND, OTR, ATV]

Apollo Vredestein Tires Inc.
(Subsidiary of Apollo Tyres Ltd., India)
1175 Peachtree St. NE, Atlanta, Ga. 30361
Phone: 770-302-2160
Email: customer.us@apollovredestein.com;
Web: www.vredestein.com
Brands: **Apollo** [IND, OTR]; **Vredestein** [P, HP, F/I]

Armadillo Tire L.L.C.
209 S. Jefferson Ave., McGregor, Texas 76657
Steven Smith, owner
Phone: 254-709-1395
Email: sales@armadillotire.com
Web: www.armadillotire.com
Brands: **Eclat** [IND]; **Exmile** [IND]; **Kilomax** [IND]; **Milemax** [IND]

BKT USA Inc.
(Subsidiary of Balkrishna Industries Ltd., India)
2660 W. Market St., Suite 100, Akron, Ohio 44333

Phone: 330-836-1090
Fax: 330-836-1091
Email: admin.akron@bkt-tires.com
Web: www.bkt-tires.com
Brand: **BKT** [F/I, IND, OTR, L/G, ATV]

Brand Inc.
7548 Diplomat Drive, Suite 101, Manassas, Va. 20109
Phone: 703-367-9442
Fax: 703-367-9443
Email: brandincorp@aol.com
Brands: **Leao** [MTR]; **Security** [MTR, F/I, OTR]

CEAT Specialty Tires Inc.
(Subsidiary of CEAT Ltd., India)
3440 Tarringdon Way, Suite 205, Charlotte, N.C. 28277
Tarang Srivastava, president; James Enyart, technical manager
Phone: 980-616-191
Email: csti@ceat.com

Web: www.ceatspecialty.com
Brand: **CEAT** [F/I, OTR, IND]; **Altura** [OTR]

China Manufacturers Alliance L.L.C.
(Subsidiary of Double Coin Holdings Ltd., China)
406 E. Huntington Drive, Suite 200, Monrovia, Calif. 91016
Phone: 888-226-5250
Fax: 888-226-5260
Email: info@doublecointires.com
Web: www.doublecointires.com
(Canadian market handled by Huayi Tire Canada Inc., 95 Royal Crest Court, Unit 10 Markham, Ontario, Canada L3R 9X5. Phone: 888-726-3390)
Brands: **Blue Star** [LTB, STB, MTB]; **Double Coin** [MTR, F/I, IND, OTR]; **Duratum** [LTR, STR, MTR]; —(distributed by YC Rubber Co. (North America L.L.C.)) **Dynastar** [LTR]; **Dynatrail** [LTR, STR]; **Warrior** [P, LTR, MTR]

Discount Tire/America's Tire*
20225 N. Scottsdale Road, Scottsdale, Ariz. 85255
Phone: 480-606-6000
Fax: 480-606-5505
Web: www.discounttireco.com
Brands: **Barum** [P, HP]; **Hartland** [STR]

Dobermann Tire Corp.
(Subsidiary of Covencaucho Industrias S.A., Venezuela)
1740 W. 4th Ave., Hialeah, Fla. 33010
Johnny DeFilippo, treasurer; Francisco Rivero, financial manager
Phone: 305-863-7202
Fax: 305-863-7220
Email: sales@dobermanntire.com
Web: www.dobermanntire.com
Brands: **Dobermann** [IND]; **K-9** [ATV, IND, OTR]

Duro Tire & Wheel
(Subsidiary of Hwa Fong Rubber Ind. Co.

Ltd., Taiwan)
14290 Lochridge Blvd., Covington, Ga. 30014
Keith Brantley, director of sales & marketing;
Phone: 770-788-2060
Fax: 770-768-2099
Email: service@durotire.com
Web: www.durotire.com
Brand: **Duro** [P, LTR, STR, ATV, IND, M/C]

East Coast International Tire Group Inc.
57-46 Flushing Ave., Maspeth, N.Y. 11378
Junbo Luan, GM
Phone: 917-855-1766
Fax: 718-786-9288
Email: ljunbo@ecitires.com
Web: www.ecitires.com
Brands: **Annaite** [MTR]; **Farroad** [P, LTR]; **Wanli** [P, LTR]

CONTINUED ON PAGE 18

PERFORMANCE IS ONLY HALF THE STORY

Whether it's going from 0-60, taking summer road trips or off-road adventures, Hercules® Tires aren't just built for the journey – they're also designed to drive your profits to their peak and sharpen your competitive advantage.

Raptis R-15® Premium UHP | All-Season | Roadtour 855 SPE® Grand Touring | All-Season | Terra Trac® M/T Premium Mud Terrain | All-Season

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45 DAY TRUST OUR RIDE

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Performance Promise || HerculesTires.com | #herculestires

*Select tires only

TireBrandsReport

Import brand marketers

CONTINUED FROM PAGE 17

Dynamic Tire Corp.

211 Hunter's Valley Road, Woodbridge, Ontario, Canada L4H 3V9

Phone: 905-595-5558

Fax: 905-595-0469

Email: info@dynamictire.comWeb: www.dynamictire.comBrands: **Aeolus** [P, HP, LTR, LT, MTR, MTB, OTR]; **Blacklion** [P, HP, LTR, LT, MTR, MTB, OTR]; **Diamondback** [P, HP, LTR, LT, MTR, MTB, OTR]; **RoadX** [MTR, MTB]; **Sailun** [P, HP, LTR, LT, MTR, MTB, OTR]; **Windpower** [MTR, MTB]**Federal Tire North America L.L.C.**

(Subsidiary of Federal Corp., Taiwan)

370 Amapola Ave., Suite 215, Torrance, Calif. 90501

Leo Kao, sales

Phone: 310-328-1888

Fax: 310-328-1188

Email: sales@federaltire.comWeb: www.federaltireusa.comBrand: **Federal** [P, HP, LTR]**Foreign Tire Sales Inc.***

2444 Morris Ave., Union, N.J. 07083

Phone: 908-687-0559

Fax: 908-687-0231

Email: steve@foreigntire.comWeb: www.foreigntire.comBrands: **Kapsen** [ST]; **Otani** [P, HP, LTR, STR, MTB, MTR, F/I, OTR]; **ProMeter** [P, HP, LTR, STR, MTR, MTB, F/I, OTR]**Giti Tire (Canada) Ltd.**

(Subsidiary of Giti Tire Investment Co. Ltd. — See Giti Tire (USA) Ltd. in Flag Brand section)

#250-10330 152nd St., Surrey, BC, Canada V3R 4G8

Phone: 416-923-6868

Web: gtrradial.caBrands: **Dextero** [P, LTR]; **GT Radial** [P, HP, LTR, STR, MTR]; **Primewell** [P, LTR, STR, MTR]**Global Rubber Industries**

(Subsidiary of Global Rubber Industries Pvt. Ltd., Sri Lanka)

3358 Confederate Point, Canton, Ga. 30114

Phone: 770-335-3272

Email: gary.stevens@gritires.com;Brands: **Air Ryde** [IND-Solid]; **Globe Guard** [IND-Pneumatic]; **Globe Star** [IND-Solid]; **PeakMaster** [IND-Solid]; **Ultimate XT** [IND-Pneumatic & Solid]; **XPT** [IND-Pneumatic]**GTC North America**

(aka Great Lakes Tire Co. — Subsidiary of Guizhou Tyre Co. Ltd., China)

4580 Stephen Circle NW, Suite 202, Canton, Ohio 44718

Paul Copen, VP operations; Karl Lammlein, sales director

Phone: 330-498-5000

Fax: 330-498-5002

Email: info@gtcna.comWeb: www.gtcna.comBrands: **Advance** [LTB, MTR, MTB, F/I, IND, OTR]; **Samson** [LTB, MTR, MTB, F/I, IND, OTR]**Hixih Rubber Industry Group**

(Subsidiary of Tongli Tire Co. Ltd., China)

715 Anoakia Lane, Arcadia, Calif. 91006

Phone: 626-734-8888

Email: kdou@hixihtire.comWeb: www.hixihtire.comBrand: **Hixih** [MTR]Brands: **Horizon Tire Inc.***

4818 4th St., Irwindale, Calif. 91706

Phone: 323-622-1920

Fax: 323-622-1927

Web: www.horizontire.comBrands: **Antares** [P, HP, LTR]; **Grenlander** [P, LTR]; **Rydanz** [P, HP, LTR]; **Waterfall** [P, HP, LTR, F/I, IND]**Janak Global Enterprises Inc.**

10200 State Road 84, No. 210, Ft. Lauderdale, Fla. 33324

Brands: **Joyroad** [P, LTR, SUV, MTR]; **Judoka** [F/I, IND, OTR]**Laugfs USA L.L.C.**

(Subsidiary of Laugfs Rubber Corp., Sri Lanka)

P.O. Box 602, Elmhurst, Ill. 60126

Mark Anglewicz, President

Phone: 847-878-8854

Email: mark@laugfsusa.com;Brand: **Laugfs** [IND]**Leviathan Corp./OTRUSA.com**

55 Washington St. 457, Brooklyn, N.Y. 11201

Phone: 855-687-8721

Email: info@OTRUSA.comWeb: www.otrusa.comBrands: **Hilo** [OTR]; **Tiron** [OTR]**Linglong Americas Inc.**

(Subsidiary of Shandong Linglong Tire Co. Ltd., China)

1484 Medina Road, Suite 118, Medina, Ohio 44256

Lucy Shi, sales director

Phone: ++86-535-824-2203

Email: lucy_shi@linglong.cnWeb: www.linglongtire.comBrands: **Atlas** [P, HP, LTR, ATV, MTR, MTB, OTR, F/I]; **Green Max** [P, HP, LTR, MTR]; **Linglong** [P, LTR, LT, STR, STB, MTR, MTB, F/I, OTR, IND]; **Leao** [P, LTR, LT, STR, STB, MTR, MTB, F/I, OTR, IND]**Lucy's Tire Americas**

(Represents JK Tyre & Industries Ltd., India)

12940 NW South River Drive, Medley, Fla. 33178

Phone: 305-593-2028

Fax: 305-593-2391

Email: info@lucystires.comWeb: www.lucystire.comBrands: **JK** [MTR]; **Samson** [F/I, IND, OTR]; **Sure-Trac** [P, LTR]**Maxam Tire North America Inc.**

(Subsidiary of Maxam Tire International S.a.r.l., Luxembourg)

300 Rosewood Drive, Suite 102, Danvers, Mass. 01923

Jimmy McDonnell, VP sales & marketing

Phone: 844-629-2662

Fax: 978-560-0624

Email: info@maxamtire.comWeb: www.maxamtire.comBrands: **Dynamaxx** [OTR, IND]; **Maxam** [F/I, IND, OTR]**Maxxis International-USA**

(Subsidiary of Maxxis International/Cheng Shin Rubber, Taiwan)

545 Old Peachtree Road, Suwanee, Ga. 30024

Phone: 678-407-6700

Fax: 770-962-7705

Email: bwilliams@maxxis.comWeb: www.maxxis.comBrands: **CST** [ATV]; **Maxxis** [P, HP, LTR, MTR, ATV]**McLaren Industries Inc.**

9985 103rd St., Jacksonville, Fla. 32210

Phone: 800-836-0040

Fax: 310-212-6444

Email: sales@mclarenusa.comWeb: www.mclarenindustries.com(Canada: donna.allen@mclarenindustries.com; 800-717-4962; Web: www.mclarenindustries.com/cal/en/)Brands: **Maximizer** [IND, OTR]; **Nu-Air** [IND, OTR]**Milestone Tire Canada Corp.**

80 Nugget Ave., Scarborough, Ontario M15 3A7

Alex Zhang, director

Phone: 416-291-5588

Fax: 416-291-4843

Email: info@milestonetires.comWeb: www.milestonetires.comBrands: **Evergreen** [P, HP]; **Kinforest** [P, HP]; **Kapsen** [P, MTR]**MOMO Tires America**

6600 Stadium Drive, Kansas City, Mo. 64129

Gianluca Grioni, dir. of sales

Phone: 816-895-7511

Email: tires@momousa.comWeb: www.momotires.comBrand: **MOMO** [P, HP, LTR]**MRL Tyres USA Inc.**

(Affiliated with MRL Tyres Ltd., India)

4520 S. Buckner Blvd., Dallas, Texas 75227

Rachit Arora; Rajesh Arora, Director

Email: rachit@mrltyres.comWeb: www.mrltyres.comBrands: **Indus** [LTB, STB, F/I, OTR, IND]; **Malhotra** [LTB, STB, F/I, OTR, IND]; **MRL** [LTB, STB, F/I, OTR, IND]**Nexen Tire America Inc.**

(Subsidiary of Nexen Tire Corp., South Korea)

21073 Pathfinder Road, Suite 100, Diamond Bar, Calif. 91765

Phone: 909-923-4011

Fax: 909-923-3991

Email: info@nexentireusa.comWeb: www.nexentireusa.comBrand: **Nexen** [P, HP, LTR]**Nokian Tyres Inc.**

(Subsidiary of Nokian Tyres P.L.C., Finland)

501 Union Street, Suite 200A, Nashville, Tenn. 37219

Phone: 800-565-2525

Fax: 802-662-8297

Email: customerservice@nokiantyres.comWeb: www.nokiantyres.comBrands: **Nokian** [P, LTR, F/I, IND, OTR]; **Nordman** [IND, OTR]**Omni United USA Inc.***

5350 Birch Pointe Drive, Interlochen, Mich. 49643

Scott Rhodes, VP sales

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TireBrandsReport

Tire Business Special Feature

Import brand marketers

CONTINUED FROM PAGE 18

Phone: 855-906-6646
Fax: 888-852-4152
Email: info@omni-united.com
Web: www.omni-united.com
Brands: **Corsa** [LTR]; **RoadLux** [MTR, STR]; **Speedways** [F/I, IND, OTR]

Oriente Tire USA L.L.C.
(Represents Petlas Tyre Industries & Trade Co., Turkey)
 9840 SW 77th Ave., #301, Miami, Fla. 33156
Carlos Ceballos, sales director
Phone: 786-573-0757
Fax: 786-573-0762
Email: info@orientepetlas.com
Web: www.orientepetlas.com
Brand: **Petlas** [P, LTR]

Penn Tire Co.*
 P.O. Box 538, Hopkins, Minn. 55305
Mark Crigler, Eastern region; Scott Highfill, Western region
Phone: 763-746-0410
Fax: 952-224-2978
Email: dpenn@penntires.com;
Brand: **Boto** [OTR]; **Delium** [LTR]

Prinx Chengshan Tire North America
(Represents Prinx Chengshan (Shandong) Tire Co. Ltd., China)
 5757 W. Century Blvd. Suite 752, Los Angeles, Calif. 90291
John Aben, president
Phone: 310-205-8355
Fax: 310-205-8345
Email: john.aben@prinx.us.com
Web: en.prinxchengshan.com
Brand: **Fortune** [P, LTR, MTR]

Professional Industrial Tire Co.
 1532 Riverside Drive, Chattanooga, Tenn. 37406
Ken Cooper, exec. VP
Phone: 800-251-7683
Fax: 866-729-8473
Email: ken@protire.com
Web: www.protire.com
Brand: **Nexen Solid** [IND]

Prometeon Tyre Group Commercial Solutions L.L.C.
(Subsidiary of Prometeon Tyre Group, Italy/China, formerly TP Commercial Solutions)
 12707 High Bluff Drive, Suite 200, San Diego, Calif. 92130
Phone: 770-686-8671
Web: www.prometeon.com
Brands: **Formula** [MTR]; **Pirelli** [MTR]

Sentry Tire & Rubber L.L.C.
 1440 E. Cedar St., Ontario, Calif. 91761
Phone: 888-858-8981
Fax: 909-230-5553
Email: info@sentrytire.com
Web: www.sentrytire.com
Brands: **Duramax** [OTR, F/I, IND-Pneumatic]; **Sentry** [IND-Solid]

Sentury Tire USA
(Subsidiary of Qingdao Sentury Tire Co. Ltd., China)
 3121 NW 125 St., Miami 33167
Nicholas Gutierrez, sales director
Phone: 305-621-5101
Fax: 305-624-7881
Email: info@senturytireusa.com
Web: senturytireusa.com
Brands: **Delinte** [P, HP, LTR]; **Groundspeed** [P, LTR]; **Landsail** [P, HP, LTR]; **Pantera** [P, HP, LTR]; **Sentury** [P, HP]

Sonny Bosco Inc.
(Represents Danang Rubber J.S.C., Vietnam)
 2129 W. Anaheim St., Long Beach, Calif. 90813
Phone: 702-302-6636
Email: sonnyboscoinc@gmail.com
Web: www.sonnybosco.com
Brand: **DRC** [MTR]

St. Louis Wholesale Tire
 5105 Brown Ave., St. Louis, Mo. 63115
Jarrod Rogers, sales mgr.
Phone: 888-231-1231
Fax: 314-389-8079
Email: sales@stlwheolesale.com
Web: www.stlwheolesale.com
Brands: **Air-Loc** [STB, ATV, L/G]; **Starmaxx** [F/I, OTR, IND]

Statewide Tires Inc.
(Subsidiary of JS General Science Technology Co. Ltd., China)
 1900 W. Garvey Ave. S., Suite 260, West Covina, Calif. 91790
Mike Cheng, Secretary
Phone: 626-337-9888; **Fax:** 626-337-8808
Email: info@tbbtires.com
Web: www.tbbtires.com
Brands: **Lancaster** [MTR]; **TBB** [MTR]

Stephanie Tires Corp.
 20213 NE 16th Place, Miami 33179
Phone: 305-652-2200
Fax: 305-652-7600
Email: sales@stephanietires.com

Web: www.stephanietires.com
Brands: **Marcher** [F/I, IND, OTR]; **Roadshine** [P, HP, LTR, MTR]; **Sunstone** [P, LTB, STB, MTB]

Super Tire Inc.
 4769A Eastpark Drive, Houston, Texas 77028
Bruce Liu, VP; JC Molina, op. mgr.
Phone: 713-670-0218
Fax: 713-670-0682
Email: admin@super-tire.com
Web: www.super-tire.com
Brands: **A-Plus** [P, HP, LTR, STR, MTR]; **Dakota** [LTR, MTR]; **Greatway** [MTR]; **Joyall** [MTR]; **Milepro** [MTR]; **Royal Black** [P, HP, LTR, MTR]; **Super A** [STR, STB, MTB, F/I, OTR, IND]

Sutong Tire Resources Inc.
 33402 Highway 290, Hockley, Texas 77447
Phone: 713-690-5500
Fax: 713-690-5501
Email: mikem@sutongctr.com
Web: www.sutongctr.com
Brands: **Caraway** [STR]; **Cavalry** [LTR]; **Hemisphere** [P, LTR]; **Hi-Run** [ATV, ST, L/G]; **Lande** [OTR]; **Long March** [LTR, MTR]; **Pinnacle** [P, MTR]; **RoadOne** [P, HP, MTR]; **Synergy** [P, LTR]

Taray International Corp.
(Represents Ozka Lastik ve Kaucuk, Turkey and Kolsan Lastik, Turkey)
 112 N. Collier Blvd., Marco Island, Fla. 34145
Jerol Ayasun, GM
Phone: 239-394-6099
Fax: 239-394-5388
Email: sales@taray.com
Web: www.taray.com
Brands: **Ozka** [F/I, LTB, OTR, IND]; **Kolsan** [P, HP, LTR]

TBC Corp.*
(Represents Sumitomo Rubber Industries Ltd., Japan, and Sailun Jinyu Tire Co. Ltd., China)
 4300 TBC Way, Palm Beach Gardens, Fla. 33410
Marty Krcelic, Exec. VP
Phone: 866-822-4968
Fax: 800-467-4638
Web: www.tbcbands.com
Brands: **Advance** [MTR]; **Crosswind** [P, HP, LTR]; **Dynacargo** [MTR]; **Sailun** [P, HP, LTR, MTR, STR]; **Samson** [MTR]; **Sumitomo** [P, HP, LTR, MTR]

Tireco Inc.*
(Represents Nankang Rubber Tire Corp. Ltd. and Hangzhou Zhongce Rubber Co.)
 500 W. 190th St., Suite 600, Gardena, Calif. 90248
Andrew Hoit, VP sales & marketing
Phone: 310-767-7990
Fax: 310-217-9267
Email: sales@tireco.com;
Web: www.tireco.com
Brands: **Nankang** [P, HP, LTR]; **Westlake** [P, HP, LTR]

Tires Direct Wholesale
 6101 Ball Road, Suite 102, Cypress, Calif. 90630
Minoo Mehta, president
Phone: 949-536-6892
Email: minoo-mit@icloud.com
Web: tiresdirectwholesale.net
Brands: **Magna** [OTR]; **Pirelli** [F/I, OTR]; **Windpower** [MTR]

Tri-Ace Wheel & Tire Corp.
(Subsidiary of Hong Kong Tri-Ace Tire Corp. Ltd., China)
 1606 Greens Road, Suite 100, Houston, Texas 77032
Homey Zhang, U.S. GM
Phone: 816-294-0255
Fax: 866-230-0942
Email: info@tri-acetireusa.com
Web: www.tri-acetireusa.com
Brands: **BlackBear** [LTR, ATV]; **Mark-Ma** [LTR]; **Tri-Ace** [HP, LTR, MTR]

Triangle Tires USA L.L.C.
(Subsidiary of Triangle Tyre Group Co. Ltd., China)
 117 Seaboard Lane, Suite F100, Franklin, Tenn. 37067
Manny Cicero, president
Phone: 615-610-5070;
Fax: 615-610-5051
Email: customerservice@triangleretires.com
Web: www.triangletires.com
Brand: **Triangle** [P, HP, LTR, STR, MTR, OTR]

Tube & Solid Tire Ltd.
(Subsidiary of Covencaucho Industrias S.A., Venezuela)
 5100 Kaepa Court, San Antonio, Texas 78218
Jason Rook, VP
Phone: 210-599-1222
Fax: 210-599-8997
Email: sales@tubeandsolidtire.com
Web: www.tubeandsolidtire.com
Brands: **Dobermann** [IND-Solid]; **K9** [IND, F/I, MTR, STR, STB, OTR, ATV, L/G]

Tyres International Inc.
 4637 Allen Road, Stow, Ohio 44224
Marty Bez, president
Phone: 330-374-1000
Fax: 330-374-0038
Email: mbez@tyres1.com
Web: www.tyresinternational.com
Brands: **Ceat** [F/I, IND, OTR]; **MRF** [MTB, OTR]; **Tiber** [F/I, OTR]; **Westlake** [STR, MTR, OTR, IND]

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FEATURES

12' Tire Service Truck (other sizes available) | Work lights | Strobes in front and rear | Hose reel (2)36" and (2)48" Toolboxes | 1600lb Tire rack liftgate | Champion gas air compressor

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Uniroyal Tiger mascot gets new name, new look

GREENVILLE, S.C.

Michelin North America Inc. has redesigned the iconic Uniroyal Tire tiger mascot into "Royal," a tiger cub wearing a crown and sitting inside a Uniroyal tire.

The symbol of a tiger has been associated with Uniroyal since the 1960s, when the brand introduced the Tiger Paw line of tires and a cartoon tiger starred in Uniroyal ads.

Today, the Tiger Paw line of tires still represents a large segment of Uniroyal's portfolio. The new icon was created just ahead of the largest product launch in the brand's history: the Tiger Paw Touring All-Season,

available to consumers in June, the company said.

"The tiger is reliably strong and protective, as are Uniroyal tires," Olivia Le Meur, Uniroyal brand director, said.

"For more than 50 years, the tiger has been associated with our tires. As we have our biggest product launch in history this year, we want a brand mascot that can help tell our story."

The brand commissioned artist Jared Emerson to reimagine Royal the tiger. A series of images shows Royal as a tiger cub — a nod to the brand bringing value to families.

The tiger's name, "Royal," also is a link

to the brand's heritage. U.S. Royal was the predecessor to Uniroyal and has remained a Uniroyal trademark for decades, the company said. The new icon features a crown to emphasize the tiger's symbolic name.

Royal will appear in various settings and poses as the brand launches more than 100 sizes of the Uniroyal Tiger Paw Touring A/S in 2019.

The mascot redesign comes less than a year after Michelin disclosed a partnership with a World Wildlife Fund program that aims to dou-

ble the number of tigers in the wild by 2022.

On behalf of its Uniroyal brand — and its Tiger Paw line of tires — Michelin committed to donate at least \$150,000 annually to the WWF for the next five years and invited dealers and consumers to participate in the program as well.

Uniroyal has redesigned the iconic Uniroyal Tire tiger mascot.



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TireBrandsReport Import brand marketers

CONTINUED FROM PAGE 19

U.S. Tirex Inc.

(Represents J.S.C. Southern Rubber Industry, Vietnam)
3310 S. Archer Ave., Chicago 60608
Phone: 888-349-5618
Fax: 888-589-2749
Email: info@ustirex.com
Web: www.ustirex.com
Brand: **Casumina** [MTR]

Unicorn Tire Corp.

4660 Distriplex Drive West, Memphis, Tenn. 38118
Michael Dorr, Director of sales and marketing
Phone: 901-547-5866
Fax: 901-547-5860
Email: info@unicortire.com
Web: www.unicortire.com
Brands: **Durun** [HP, MTR]; **Hi-Fly** [P, HP, LTR, MTR]; **Mastertrack** [STR]; **Onyx** [MTR, STR]; **Sunfull** [P, HP, LTR]; **Travelstar** [P, HP, LTR, MTR, STR]

Vee Tyre & Rubber Co. Ltd.

(Represents: Vee Rubber International Co. Ltd., Thailand)
3602 Browns Mill Road SE, Atlanta, Ga. 30354
Doc Pilotte, U.S. natl. sales mgr.
Phone: 404-305-9396; Fax: 404-305-9397
Email: info@veetire.com
Web: www.veerubberusa.com
Brands: **Cambridge** [P, LTR]; **Nika** [P, LTR]; **Vee** [P, LTR, LTB, MTR, MTB, ATV, OTR, IND, MC]; **Veento** [P]

World Wide Distribution Inc.

460 Coit St., Irvington, N.J. 07111
Phone: 973-373-8300; Fax: 973-373-0343
Email: info@wwdtires.com
Web: www.wwdtires.com
Brands: **Road Pioneer** [STB]; **Solidmax** [IND, OTR]; **Vitour** [P, MTR, STR]; **Windpower** [MTR, OTR]; **Zeta** [P]

YC Rubber Co. (North America) L.L.C.

(Subsidiary of Shaanxi Yanchang Petroleum Group Rubber Co. Ltd., China)
150 S. Los Robles Ave., Pasadena, Calif. 91101
Ken Coltrane, VP
Phone: 626-513-8989
Email: info@duraturntires.com
Web: www.duraturntires.com
Brand: **Duratum** [P, HP, LTR, STR, MTR]

Zafco International L.L.C.*

3200 NW 67th Ave., Building 2, Suite 260, Miami, Fla. 33122
Mariam Zafar, mkting. director
Phone: 305-406-3811; Fax: 305-406-9811
Email: mariam.zafar@zafco.com
Web: www.zafco.com; www.acceleratire.com; www.zeetex.com; www.forcemtire.com
Brands: **Accelera** [P, HP, LTR]; **Forceum** [P, HP, LTR]

ZC Rubber America Inc.

(Subsidiary of Hangzhou Zhongce Rubber Co. Ltd., China)
663 Brea Canyon Road, Suite 4, Walnut, Calif. 91789
Craig McFerrin, VP sales; Joyce Chung, operations VP
Phone: 909-598-5585; Fax: 909-598-5587
Email: info@zcrubberamerica.com
Web: www.zc-rubber.com; arisuntires.com
Brands: **Arisun** [STR, STB, MTR]; **Westlake** [P, LTR] — Westlake rights assigned to Tireco Inc.

Brand Keys

P= Passenger; HP= High-performance radial; R= Radial; B= Bias; LTR= Light truck radial; LTB=Light truck bias; L/G = Lawn & garden; STB= Specialty trailer bias; STR= Specialty trailer radial; MTR= Medium truck radial; MTB= Medium truck bias; MC= Motorcycle; F/I-R= Farm/Implement radial; F/I-B= Farm/Implement bias; ATV=All terrain vehicle; IND= Industrial; OTR= Off-road; N.A. = Not available
(Unless otherwise indicated, all passenger tires are radials.)



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TireBrandsReport

Tire Business Special Feature

Flag-associate brand marketers

Directory of flag, associate brand tire marketers

Amerityre Corp.

1501 Industrial Road, Boulder City, Nev. 89005
 Michael Sullivan, CEO
 Phone: 702-835-7680
 Web: www.amerityre.com
 Brand: **Amerityre** [IND]

Bridgestone Americas Inc.

(Subsidiary of Bridgestone Corp., Japan)
 200 4th Ave. South, Nashville, Tenn. 37201
 Phone: 615-937-1000
 Fax: 615-493-0098
 Web: www.bridgestoneamericas.com
 Brands: **Bridgestone** [P, HP, LTR]; **Firestone** [P, HP, LTR]; **Fuzion** [P, HP, LTR]; **LeMans** [P, HP, LTR]

Bridgestone Commercial Tire Solutions Group

(Subsidiary of Bridgestone Corp., Japan)
 535 Marriott Drive, Nashville, Tenn. 37214
 Scott Damon, commercial group president
 Phone: 615-937-1000
 Email: bcsmedia@bfusa.com
 Web: commercial.bridgestone.com; commercial.firestone.com
 Brands: **Bridgestone** [MTR, OTR]; **Dayton** [MTR]; **Firestone** [F/I, MTR, OTR]; **Regency** [MTR]

Camso Inc.

(Subsidiary of Group Michelin, France)
 2633 rue MacPherson, Magog, Quebec, Canada J1X 0E6
 Phone: 819-868-1500
 Email: wholesale@camso.co
 Web: www.camso.co
 Brands: **Camso** [IND, OTR]; **Rodaco** [IND]; **Solideal** [IND, OTR]

Carlstar Group L.L.C.

725 Cool Springs Blvd., Suite 500, Franklin, Tenn. 37067
 Laren Harmon, exec. VP, global sales; Kent Allen, dir. aftmkt. sales
 Phone: 615-503-0220
 Fax: 615-503-0228
 Email: customer.care@carlstartgroup.com
 Web: www.carlstartgroup.com
 Brands: **Carlisle** [ATV, IND, F/I, OTR, STR]; **ITP** [ATV]; **Marastar** [IND, STR]

Continental Tire the Americas L.L.C.

(Subsidiary of Continental A.G., Germany)
 1830 MacMillan Park Drive, Fort Mill, S.C. 29707
 Phone: 704-583-8829
 Fax: 704-583-8607
 Web: www.continentaltire.com
 Brands: **Barum** [P]; **Continental** [P, HP, LTR, MTR, IND]; **General** [P, HP, LTR, MTR]; **Semperit** [P-winter]; **Viking** [P-winter]

Cooper Tire & Rubber Co.

701 Lima Ave., Findlay, Ohio 45840
 Christopher Ball, sr. VP and president, N.A. Tire Operations
 Phone: 419-423-1321
 Fax: 419-424-4108
 Email: cooperinfo@coopertire.com
 Web: www.coopertire.com
 Brands: **Cooper** [P, HP, LTR, MTR]; **Mastercraft** [P, LTR]; **Roadmaster** [MTR]; **Starfire** [P, HP, LTR]

Giti Tire (USA) Ltd.

(Subsidiary of Giti Tire Investment Co. Ltd., Singapore)
 10404 Sixth St., Rancho Cucamonga, Calif. 91730
 Jim Mayfield, exec. VP; Armand Allaire, exec. VP commercial sales, N.A.
 Phone: 866-488-4737
 Fax: 909-476-4028
 Email: sales@us.giti.com
 Web: www.giti.com
 Brands: **Giti** [P, HP, LTR, MTR]; **GT Radial** [P, HP, LTR]; **Dextero** [P, LTR] – distributed by Walmart Inc.; **Primewell** [P, HP, LTR] – distributed by Bridgestone Americas through its captive retail store network.

Goodyear Tire & Rubber Co.

200 Innovation Way, Akron, Ohio 44316
 Phone: 330-796-2121
 Web: www.goodyear.com; www.dunloptires.com; www.kellytires.com
 Brands: **Dunlop** [P, HP, LTR, MTR]; **Goodyear** [P, HP, LTR, MTR, OTR]; **Kelly** [P, HP, LTR, MTR]

Hankook Tire America Corp.

(Subsidiary of Hankook Tire Co. Ltd., South Korea)
 333 Commerce St., Suite 600, Nashville, Tenn. 37201
 Phone: 615-432-0700
 Fax: 615-242-8709
 Email: marketing@hankooktireusa.com
 Web: www.hankooktireusa.com
 Brands: **Aurora** [MTR]; **Hankook** [P, HP, LTR, MTR]; **Laufenn** [P, HP, LTR]

Hoosier Racing Tire Corp.

(Subsidiary of Continental Tire the Americas L.L.C.)
 65465 U.S.931, Lakeville, Ind. 46536
 Phone: 574-784-3152
 Fax: 574-784-2385
 Web: www.hoosiertire.com

Brands: **Hoosier** [HP, Racing, MC]; **General** [Racing]

Kumho Tire USA Inc.

(Subsidiary of Kumho Tire Co. Inc., South Korea)
 133 Peachtree St. NE, Atlanta, Ga. 30303
 Phone: 800-445-8646
 Fax: 800-525-8646
 Web: www.kumhotireusa.com
 Brand: **Kumho** [P, HP, LTR, STR, STB, MTR]

Max-Trac Tire Co. Inc.

(d.b.a. Mickey Thompson Performance Tires & Wheels — subsidiary of Cooper Tire & Rubber Co.)
 4651 Prosper Drive, Stow, Ohio 44224
 Todd Pickens, VP sales
 Phone: 800-222-9092
 Fax: 330-928-0503

Email: sales@mickeythompstires.com

Web: www.mickeythompstires.com;
www.dickcepek.com; www.avonmoto.com
 Brands: **Avon** [MC]; **Dick Cepek** [LTR]; **Mickey Thompson** [P, HP, LT, Racing]

Michelin North America Inc.

(Subsidiary of Group Michelin, France)
 1 Parkway South, Greenville, S.C. 29615
 Phone: 864-458-5000
 Fax: 864-458-4191
 Web: www.michelinman.com
 Brands: **BFGoodrich** [P, HP, LTR, MTR]; **Miche- lin** [P, HP, LTR, M/C, MTR, F/I, OTR]; **Uniroyal** [P, HP, LTR, MTR]

Mitas Tires North America Inc.

(Subsidiary of Trelleborg A.B., Sweden)

1200 Rove Ave., Charles City, Iowa 50616

Phone: 704-542-3422
 Fax: 704-542-3474
 Email: info@mitas-tires.com
 Web: www.mitasag.com
 Brands: **Cultor** [F/I]; **Mitas** [F/I, OTR]

Mitchell Industrial Tire Co. Inc. (MITCO)

2915 Eighth Ave., Chattanooga, Tenn. 37407
 Phone: 800-251-7226
 Fax: 423-697-7143
 Web: www.mitco.com
 Brands: **Solid Solver** [IND (solid)]; **Super Solid** [IND (solid press-on)]

Nitto Tire U.S.A. Inc.

(Business unit of Toyo Tire Holdings of Americas Inc.)
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 Fax: 714-252-0008
 Email: nittomarketing@nittotire.com
 Web: www.nittotire.com
 Brand: **Nitto** [P, HP, LTR]

Pirelli Tire L.L.C.

(Subsidiary of Pirelli & C. S.p.A., Italy)
 100 Pirelli Drive, Rome, Ga. 30161
 Phone: 800-747-3554
 Fax: 706-368-5888
 Web: www.pirelli.com/tire/en-us/
 Brands: **Metzeler** [MC]; **Pirelli** [P, HP, LTR, MC]

Specialty Tires of America Inc.

1600 Washington St., Indiana, Pa. 15701
 Don Trimble, asst. genl. sales mgr.
 Phone: 724-349-9010

Fax: 724-349-8192

Email: info@stausaonline.comWeb: www.stausaonline.com

Brands: **American Carrier** [OTR]; **American Contractor** [IND]; **American Farmer** [F/I]; **American Logger** [F/I]; **American Racer** [Racing]; **American XD Traxion** [OTR]; **STA** [LTB, P-B]

Sumitomo Rubber North America L.L.C.

(Subsidiary of Sumitomo Rubber Industries Ltd., Japan)
 8656 Haven Ave., Rancho Cucamonga, Calif. 91730
 Matt Leeper, natl. sales dir.; Bob Klimm, dir., commercial sales
 Phone: 800-723-2553
 Fax: 800-950-2561
 Web: www.falkentire.com
 Brands: **Dunlop**^ [P, LTR, MC]; **Falken** [P, HP, LTR, MTR]; **Ohtsu** [P, HP, LTR]

Titan International Inc.

2345 E. Market St., Des Moines, Iowa 50317
 Paul Hawkins, sr. VP aftermarket sales
 Phone: 515-265-9200
 Fax: 515-265-9301
 Email: sales@titan-intl.com
 Web: www.titan-intl.com
 Brands: **Goodyear**# [F/I, ATV]; **Titan** [F/I, IND, OTR, ATV]

Toyo Tire U.S.A. Corp.

(Business unit of Toyo Tire Holdings of Americas Inc.)
 5665 Plaza Drive, Suite 300, Cypress, Calif. 90630
 Phone: 800-678-3250
 Fax: 714-229-6184
 Email: contactus@toyotires.com
 Web: www.toyotires.com
 Brand: **Toyo** [P, HP, LTR, MTR]

Trelleborg Wheel Systems Americas Inc. – Agricultural & Forestry Division

(Subsidiary of Trelleborg Wheel Systems S.p.A., Italy)
 80570 Trelleborg Drive, Spartanburg, S.C. 29301
 Andrea Masella, country mgr.
 Phone: 866-633-8473
 Email: info@trelleborg.com
 Web: www.trelleborg.com/wheels
 Brands: **Maximo** [F/I]; **Trelleborg** [F/I]

Trelleborg Wheel Systems Americas Inc. – Industrial Division

(Subsidiary of Trelleborg Wheel Systems S.p.A., Italy)
 107 Audubon Road, Building 2, Suite 205, Wakefield, Mass. 01880
 Phone: 800-548-8473
 Email: info@trelleborg.com
 Web: www.trelleborg.com/wheels

Brands: **Bergougnan** [IND]; **Brawler** [OTR]; **ITL** [IND]; **Maine Tire** [IND]; **MITL** [IND]; **Monarch** [IND]; **Orca** [IND]; **Trelleborg** [IND]

Yokohama Tire Corp.

(Subsidiary of Yokohama Rubber Co. Ltd., Japan)
 1 MacArthur Place, Suite 800, Santa Ana, Calif. 92707
 Dan Funkhouser, VP commercial sales; Larry Krull, VP consumer sales
 Phone: 800-423-4544
 Fax: 714-641-3017
 Email: info@yokohamatire.com
 Web: www.yokohamatire.com
 Brands: **Alliance**~ [F/I, OTR]; **Yokohama** [P, HP, LTR, MTR, IND, OTR]

^ = Goodyear owns exclusive rights to sell Dunlop-brand passenger, light truck and medium truck tires in the U.S., Canada and Mexico in the replacement market and to non-Japanese auto manufacturers as OE fitments; Sumitomo Rubber has an exclusive license to develop, manufacture and sell Dunlop-brand consumer OE tires to Japanese-owned vehicle manufacturers in North America as well as motorcycle tires.

= Titan is licensed to use the Goodyear brand name for agricultural tires in North and South America and Europe.

~ = Also see Alliance Tire Americas under import branders

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Chris Jenkins, president of TireGet.com, said his company is excited to become an authorized supplier of "quality Maxxis product."

"Maxxis is on the cusp of breaking out in the United States and sees our approach to the market as unique. We are glad to be able to offer this solid brand to the consumer."

The deal covers Maxxis-brand passenger, light truck and specialty trailer tires. Maxxis is one of two brands featured by name on the TireGet.com home page, along with Kumho.

Suwanee-based Maxxis USA is a subsidiary of Taipei, Taiwan-based Cheng Shin Rubber Industrial Co. Ltd.



Monro adding Cooper to retail brand portfolio

FINDLAY, Ohio

Monro Inc. is adding the Cooper brand to the portfolio of brands available at its nearly 1,200 retail locations in operation in 28 states throughout the eastern U.S.

The agreement to carry the brand fits in with Cooper's declared strategy to build the brand and "empha-

'We are excited that Cooper and Monro — two organizations that share a strong commitment to the consumer, to continued growth and outstanding service in the tire industry — are coming together to make our great products and services available to an ever wider audience of consumers,' he added.

Brad Hughes, Cooper Tire & Rubber Co. CEO and president,

size our strong value proposition to consumers," Brad Hughes, Cooper Tire & Rubber Co. CEO and president, told stock analysts during the firm's recent fiscal 2018 financial results conference call.

"As our brand becomes even more recognized, our retail expansion strategy becomes more important,"

Mr. Hughes said.

"We are excited that Cooper and Monro — two organizations that share a strong commitment to the consumer, to continued growth and outstanding service in the tire industry — are coming together to make our great products and services available to an ever wider audience of consumers."

Mr. Hughes did not elaborate on what the deal with Monro might mean in terms of unit volume or revenue for Cooper, but he did say Monro would be stocking a "relatively good portfolio" of Cooper-brand tires and that both companies consider this a "partnership" that will grow as Monro continues to build its network of retail stores.

Mr. Hughes added this is one of a number of "strategic priorities" the company is executing to build business and grow the Cooper brand. Other moves include making inroads into the global OE business and introducing new products at a faster pace.

From its perspective, Monro figures show the retailer installs more than 3 million tires a year through its store network.

Among the major brands Monro already carries are: BFGoodrich, Dunlop, Falken, General, Goodyear, Hankook, Kelly, Laufenn, Michelin and Pirelli, as well as the Pantera private brand.

Walmart to sell TBB truck tires online

ATLANTA

Walmart Inc. has added TBB-brand medium truck tires to its on-line tire product offering, according to Statewide Tires Inc., importer and marketer of the brand.



Walmart lists four TBB-brand tires on its site — the G110, G300, G320 and KTX747 — in two sizes each.

TBB tires are produced by General Science Technology Co. Ltd. (GST) of Wuxi, China.

The relationship with Walmart was struck by the sales team at GST's recently opened Atlanta office, General Rubber North America Co. Ltd., the company said.

General Rubber sees this new chan-

nel as a way to improve the availability of GST's products to the average consumers, while maintaining an effective pricing structure.

Parallel to the Walmart program, TBB Tires is maintaining "healthy and productive" relationships with other existing wholesale dealerships, the West Covina, Calif.-based importer/wholesaler said. TBB anticipates the brand exposure the Walmart deal will bring will help drive up demand for the brand.

Jiangsu GST established TBB Tires in 2011 in West Covina. It changed its name to Statewide Tires in 2014.

Walmart also offers Americus-, Cooper Roadmaster-, Double Coin-, Falken-, Hankook-, Roadlux-, Toyo and Yokohama-brand medium truck tires through Walmart.com.

Michelin, Goodyear top J.D. Power OE consumer satisfaction study

COSTA MESA, Calif.

The Michelin brand ranked first in three of four vehicle segments in J.D. Power's 2019 U.S. Original Equipment Tire Customer Satisfaction Study, with Goodyear ranking highest in a fourth, the research firm reported.

Michelin scored highest in the luxury (772 out of 1,000), passenger cars (756) and truck/utility (730) categories, J.D. Power said.

Goodyear placed highest in the performance sport category, with 753 out of 1,000, J.D. Power said.

The study measured owner satisfaction in four key areas: tire wear; tire ride; tire appearance; and tire traction/handling.

Overall customer satisfaction with OE tires affects not only tire brand loyalty but also vehicle brand loyalty, according to Brent Gruber, J.D. Power senior director, automotive quality practice.

"There is a big disconnect between consumers' expectation for the life of their OE tires and their actual experiences," Mr. Gruber said, "which we find not only influences how likely owners are to repurchase the same brand of tire, but also how likely they are to repurchase the same brand of vehicle."

According to the study, owners report expecting more than 40,000 miles of tire wear but replacing full sets of tires at just over 26,000 miles on average.

"Based on typical driving habits, that could result in costly purchases a full year earlier than expected, or worse yet, an unexpected replacement just before turning in a leased vehicle," Mr. Gruber said.

Seventy-four percent of vehicle owners who are extremely satisfied with both their vehicles and OE tires indicate they "definitely would" repurchase the same brand of vehicle, according to the report.

That number falls to 62 percent, however, when vehicle owners are extremely satisfied with their vehicles but less so with their tires.

"While the tire experience alone may not completely deter someone from remaining loyal to their vehicle brand, a bad tire experience can certainly erode future owner loyalty," Mr. Gruber said.

J.D. Power's 2019 Original Equipment Tire Customer Satisfaction Study was based on responses from 27,777 owners of 2017 and 2018 model-year vehicles and was conducted in October-December 2018, the company said.



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Hankook changes formal name to Hankook Tire & Technology

Miles Moore
mmoore@crain.com

SEOUL, South Korea

Hankook Tire Worldwide Co. Ltd. has adopted “Hankook Technology Group” as its new identity and is changing the names of several holding companies and major affiliates, including “Hankook Tire & Technology” for Hankook Tire Co. Ltd.

The new identities are meant to reflect the company’s technological innovations and strengthen its business development strategy, Hankook said.

With these name changes, Hankook is establishing a unified brand system, and these changes should represent a turning point in enhancing competitiveness, the company said.

“The name change of Hankook Tire Group is an attempt to cope with the era of the fourth Industrial Revolution,” the tire maker said, “which increases the uncertainty of the future industrial ecosystem, to strengthen the business competitiveness of individual affiliates and to lay the groundwork for continuously promoting destructive innovation that will challenge new business development.”

The company’s U.S. subsidiary will remain Hankook Tire America Corp.

“At the local level, our dealers and distributors will receive the same outstanding service they’ve come to expect from Hankook Tire,” a company spokesperson said.

“Dealers and distributors will notice their new Hankook promotional materials feature the updated, sleeker

logo and font.”

Hankook revamped its global corporate structure recently to enhance competitiveness, including the creation of an IT strategy department and a “Car Life Business” headquarters, Hankook said.

The company also is introducing “Proactive Culture,” a corporate culture where employees voluntarily become the subject of innovation, according to Hankook.

“To this end, the company will continue to strengthen its corporate culture to remove uniform organizational culture, to create a passionate working environment and horizontal communication,” the company said.

Among other Hankook affiliates, the name changes



include:

- ATLASBX Co., a Korean battery company, will change its name to Hankook Atlas BX.
- MK Technology Corp., a manufacturer of tire molds, tire curing containers and parts, will become Hankook Precision Works.
- EmFrontier Inc., an IT service and logistics engineering company, will become Hankook Networks.
- Daehwa Engineering & Machinery Co. Ltd., a builder of machines used in tire manufacturing, will become Hankook Engineering Works.
- HK Automotive Co. Ltd., a company that covers dealerships, auto and tire maintenance and imported auto parts, will become Hankook Car & Life.

Model Solution, which designs product prototypes, will keep its current name.

Discount Tire debuts new slogan, campaign

SCOTTSDALE, Ariz.

Discount Tire/America’s Tire has adopted a new marketing campaign featuring the tagline “Let’s Get You Taken Care Of,” a message the company said embodies its “culture of helping drivers feel at ease.”

The message will be woven throughout all Discount Tire brand messaging going forward, the Scottsdale-based dealership said, including digital, print and radio advertising, billboards, in-store signage, web banners and more.



LET’S GET YOU TAKEN CARE OF™

The first television commercial in the new campaign — titled “Lewis & Clark,” a tongue-in-cheek reference to the Lewis & Clark Expedition of 1804-06 — debuted April 29 ahead of the summer vacation season.

The commercial voice-over refers to the tires on the family SUV as the “unsung pack mules of the Western passage” and suggests getting them inspected at a Discount Tire store before taking off.

“We know people don’t always feel confident about their tires, but that’s what we’re here for,” Lisa Pedersen, vice president of marketing at Discount Tire, said.

“Let’s Get You Taken Care Of” is at the very core of our DNA. We like to say we’re in the people business, we just happen to sell tires and wheels.

“With more than 20,000 employees across the country, each one of us is putting people first. It’s who we are,” she said.

Discount Tire operates 1,020-plus stores in 35 states across the country, including California, where it uses America’s Tire as its store identification throughout most of the state.

Conti

CONTINUED FROM PAGE 1

in Cabo San Lucas, including a night at Cabo Wabo Cantina, a popular nightclub and restaurant founded by rock musician Sammy Hagar.

Continental, Mr. Caldwell said, builds, develops, designs and markets tires. And, he told attendees, Continental knows what dealers do best: Sell to consumers.

“So our plan of attack going forward is to remain not a competitor of yours, but a partner of yours and ensure that we support you in the right way and making sure we have distributors that support us, and we want to make sure they’re successful as well.”

Continental, meanwhile, continued its strategy of taking steps not only to boost brand awareness through its marketing efforts, but also broaden and improve its product portfolio.

And that means new products. This year’s aggressive campaign comprises four tires that have been or will be released this year, two in the light-truck/SUV/CUV market and two in niche markets:

- Continental CrossContact LX25, a replacement product for CUVs and mid-sized SUVs;

- Continental TerrainContact H/T, a replacement tire for on- and off-road performance for the same vehicle segment;

- Viking Contact7, a winter tire for the sub-compact, compact, mid-size and full-size passenger market and compact, and mid- and full-size CUV and SUV markets; and

- General G-Max Justice, a product designed specifically for agencies such as police departments, governmental entities and law-enforcement agencies.

According to Joe Maher, product manager for passenger and winter tires in the U.S., the CrossContact LX25



Dealers from Tires, Tires, Tires of Sioux Falls, Iowa, and Sioux Falls, S.D., who were enjoying Cabo San Lucas, Mexico, on the Conti Gold Trip include, from left, Roxanne and Dan Nothdurft; Deb and Duane Lukes; and Gary and Mary Michaels. The group was attending the closing celebration.

will come in 41 sizes, covering 16- to 22-inch rim diameters, with speed ratings of T, H and V, providing 84-percent market coverage. It is backed by a 65,000/70,000-mile limited treadwear warranty, a 60-day trial period, three-year roadside assistance and a six-year limited treadlife warranty.

It replaces the CrossContact LX20 in the replacement market; the LX20 will continue as an OE-exclusive fitment.

Mr. Maher told dealers the tire stops shorter in wet conditions with its EcoPlus technology traction grooves and offers extended tread life and a “smooth, comfortable ride without sacrificing responsiveness.”

The TerrainContact H/T, with a 60,000/70,000-mile limited warranty and 60-day trial period, will focus on pickup trucks and full-size SUVs, also covering 16- to 22-inch rim diameter sizes. It also will have 34 sizes — 24 metric and 10 light-truck metric sizes — in rim diameters of 17 to 20 inches.

“It has robust durability, performs excellent in wet conditions and offers a quiet ride,” Mr. Maher said, noting

it features Conti’s TractionPlus Technology. The traction grooves provide grip in snow, while the interlocking sipes provide stable handling, braking under heavy loads and all-season grip throughout the life of the tire.

The TerrainContact H/T fills a gap in the Conti portfolio, sandwiched between the TerrainContact A/T and the CrossContact LX25. Both the TerrainContact H/T and the CrossContact LX25 will launch in July, and together will cover 84 percent of the market.

Orders are being accepted for the VikingContact 7, which the tire maker rolled out during an event in February. The tires begin shipping in August.

On April 1, Conti became an approved vendor for the National Association of State Procurement Officials (NAPSO) for the next five years, as a prelude to the release of the General G-Max Justice.

The product is available in six sizes that fit four newer police vehicles as well as two sizes for older vehicles.

Regarding Conti’s promotional efforts for 2019, Mr. Roffler highlighted

components of the tire maker’s sports marketing strategy, including:

- Continued involvement in college basketball, including new deals with university programs at Maryland, Purdue, Xavier, Texas Christian, West Virginia, Auburn and Washington;

- Continued partnership with Dan Patrick, a former ESPN sportscaster, who hosts a popular radio show, as well as with NASCAR legend Richard Petty;

- Expansion of the company’s professional soccer sponsorships, including the FIFA Women’s World Cup and Major League Soccer (MLS), which is adding franchises in four markets (Cincinnati, Miami, Nashville, Tenn., and Austin, Texas) over the next two years.

Mr. Roffler told dealers that Conti’s sports sponsorships in 2018 resulted in more than 16 billion online impressions, exposure valued at \$313 million. College basketball (7.4 billion impressions, \$134 million in value) and MLS (6.2 billion impressions, \$125 million in value) led the way.

Mr. Roffler was equally excited about Conti’s geotarget marketing, which he said can drive customers to Gold Dealers via Conti/General mobile ads on websites and social-media platforms. The marketing is done within a five-mile radius of the dealer’s location, and a user’s browser behavior determines the tire-buying consideration.

Conti, meanwhile, will continue to build its product portfolio and drive customers to dealers and stay out of the wholesale and retail markets.

“Obviously we’re trying to grow in the market, but through our customers, whether that’s retail or wholesale,” Mr. Caldwell said. “We have our own retail (stores) in Europe, but that doesn’t fit here. In my opinion because of the nature of the market, we think (the disruption) actually creates opportunities for us, as there is more and more of this competition for the

consumers between manufacturers and retailers. We’re not interested in growing the other way.”

The disruptions that shaped 2018 prompted plenty of uncertainty for dealers.

“There is nothing we’re going to do because the system works for us the way it was built today,” Mr. Caldwell said. “We’re not buying (American Tire Distributors Inc.), but we still have to earn the sale from the dealer. Those dealers have all the brands, whether on the Gold Program or not. Somehow controlling where they can or where they have to buy doesn’t change the fact that you still are competing with those other products.”

“So I think we have to win there. Our team has to focus there. We don’t win by changing the playing field or controlling this or controlling that. We win by competing against other manufacturers on great product. Our people who sell our products can be successful doing that.”

Mr. Caldwell said globally, Continental A.G. wants to become one of the top three tire manufacturers. Currently, the German-based conglomerate ranks fourth, behind Bridgestone, Michelin and Goodyear, according to *Tire Business’* annual Global Tire Rankings.

“Each of us, in different parts of the business around the world, in different categories, are contributing to that,” Mr. Caldwell said. “We need to keep growing. We have a lot of runway in the U.S. market with our share of accounts. The customers are telling us, through their actions, whether we’re doing the right thing or not.”

“It’s all about whether we’re doing the right actions, and the customers decide how much we grow in the end.”

“(Dealers) are looking for consistency,” Mr. Charity said, “and we try to provide that. They’re still a very important part of what we do.”

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Raising

CONTINUED FROM PAGE 1

would institute the new tariffs, which he sanctioned last year under Section 301 of the Trade Act of 1974. He also said he would place 25 percent tariffs on another \$325 billion worth of Chinese goods, but the May 9 USTR notice did not mention that.

Section 301 allows the president to take remedial action against imports from countries that commit unfair trade practices against U.S. goods.

Mr. Trump originally planned to institute the 25-percent tariffs Jan. 1. He later moved the date to March 1, then finally postponed them indefinitely pending the results of trade talks with China.

However, on May 5 he said he believed the tariffs were working and should be raised.

Mr. Trump tweeted:

"For 10 months, China has been paying Tariffs to the USA of 25 percent on \$50 billion of High Tech, and 10 percent

on \$200 billion of other goods. These payments are partially responsible for our great economic results."

Mr. Trump doubled down on his comments May 8, tweeting that his proposals to raise tariffs were having the desired effect on the Chinese:

"The reason for the China pullback & attempted renegotiation of the Trade Deal is the sincere HOPE that they will be able to 'negotiate' with Joe Biden or one of the very weak Democrats, and thereby continue to ripoff the United States (\$500 billion a year) for years to come..."

The ACA, which has opposed tariffs on Chinese goods from the beginning, issued a statement May 6 asking Mr. Trump to reconsider.

The organization said it supports the Trump administration's efforts to combat China's unfair trade practices but opposes the use of tariffs as a negotiating strategy.

"The proposed sudden increase from 10 percent to 25 percent would have an immedi-

ate negative impact not only on the U.S. businesses that manufacture and distribute these parts, but the motoring public who will see higher prices on a wide range of products," ACA President and CEO Bill Hanvey said.

David French, NRF senior vice president for government relations, said his organization also opposes tariffs.

"Tariffs are taxes paid for by American business and consumers, not by China," Mr. French said. He cited a recent report stating that the 25-percent tariffs would cost the U.S. 934,000 jobs, cost the average U.S. family \$767 and reduce the Gross Domestic Product by 0.37 percent.

AAM Editorial Manager Matthew McMullan blogged on the AAM website May 8, agreeing with the administration's sentiments that the Chinese were "backsliding" on their commitment to resolve trade issues with the U.S.

"There's a lot of bipartisan support for the tough negotiation position the administration has taken," Mr. McMullan wrote. "So don't settle for selling soybeans, Mr. President!"

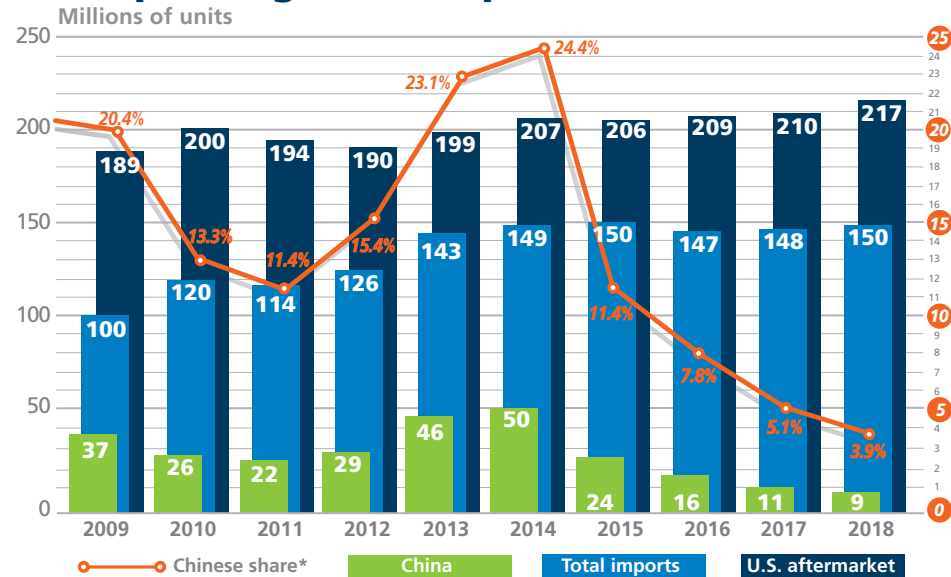
Clif Armstrong, president and CEO of Marangoni Tread North America, speaking on behalf of Retread Instead, noted that the new tariffs are over and above the countervailing and antidumping duties the International Trade Commission implemented in mid-February.

"While the Section 301 trade tariff moving from the current 10 percent to 25 percent will have a positive impact on making both non-Chinese-produced new tires and retreading as a whole more competitive, it will not have the same impact as the AD and CVD will have," Mr. Armstrong said.

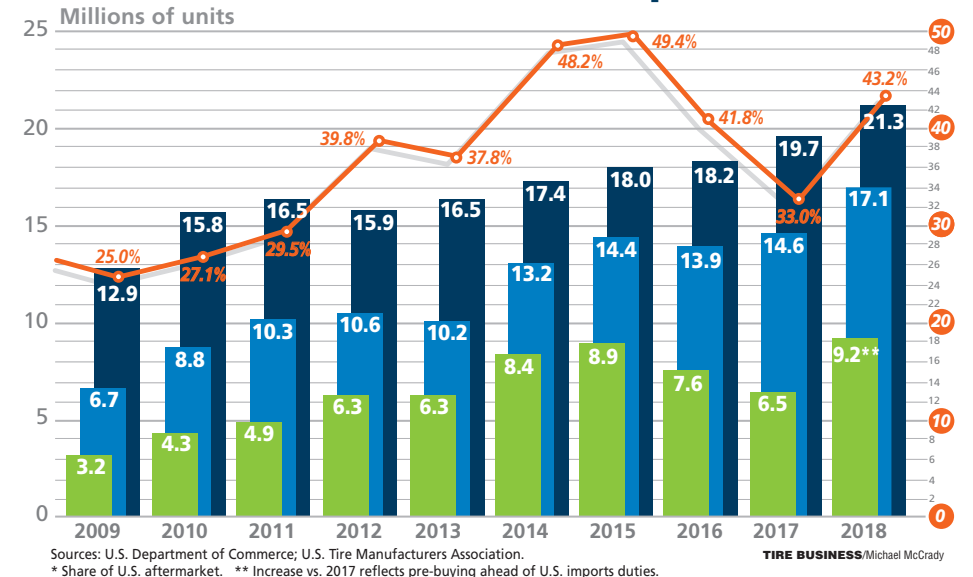
Nevertheless, "anything that brings parity to the market that allows quality and cost per mile to be a determining factor versus simply single-use and low acquisition cost is welcome," he said.

The stock market reacted shakily to the news of the higher tariffs. The Dow Jones Industrial Average, after dropping 473 points May 7, regained only 2.51 points May 8 to close at 25,967.33.7.

China passenger tire imports to U.S.



China medium truck/bus tire imports to U.S.



Sources: U.S. Department of Commerce; U.S. Tire Manufacturers Association.
* Share of U.S. aftermarket. ** Increase vs. 2017 reflects pre-buying ahead of U.S. import duties.

Impact

CONTINUED FROM PAGE 1

problems facing importers and add a wild card into the task of forecasting market changes.

In fact, the imposition of a general 10-percent tariff in September 2018 on \$200 billion worth of goods from China and the threat of hiking this to 25 percent at year-end resulted in a spike in imports of truck/bus tires last year from China to a record 9.2 million units.

The 42-percent increase in shipments was inflated by perhaps 3 million units (or more) by importers' placing extra orders toward year-end to get product on-shore prior to the threatened year-end bump to 25 percent, multiple sources said.

While the administration eventually postponed those tariffs — which were scheduled to take effect May 10 — the importers' moves proved providential when the Department of Commerce handed down in February its decision to impose countervailing and antidumping duty orders on truck and bus tires from China, sources said.

The surplus inventory of these

"tariff-beater" imports on hand could serve to fill the gap, at least temporarily, for any shortfalls in new imports, sources indicated.

At this point it's still speculation as to how much the duties — ranging from 20.98 to 63.34 percent countervailing and 9 to 22.57 percent antidumping — will affect imports from China, but the track record for passenger tire imports could be a blueprint.

Since the import duties took effect, there have been a few disclosures of price increases in response. Among these were: Bridgestone Americas Tire Operations raising prices 20 percent on March 5 on all Dayton-brand truck and bus radial tires sold in the U.S.; and Toyo Tire U.S.A. Corp. raising dealer base prices May 1 on its commercial tire range by an average of 5 percent, with the exception of the Toyo M320 on-/off-road tire.

Cooper Tire & Rubber Co., which sources all of its Cooper- and Roadmaster-brand truck tires from China, raised prices by an undisclosed amount at the start of the second quarter to compensate for the elevated import duties.

Cooper noted in its first quarter financial results it had incurred \$10 million in costs related to the import duties, which amount to slightly more than 42 percent on Cooper products, Cooper President Brad Hughes said.

Cooper estimates the elevated import duties will result in \$50 million in costs for the full year. Mr. Hughes said management expects there will be additional incremental price increases this year but doesn't expect they will be sufficient to offset the full impact of the duty-related costs.

Despite the import duties and additional costs, Mr. Hughes stressed in comments to financial analysts during a conference call that Cooper is committed to continued growth of its TBR business, with both the Cooper and Roadmaster-brand product lines.

In addition, Prinix Chengshan Tire Co. Ltd. — a former Cooper Tire joint venture — has put on hold plans to launch a truck tire brand in North America, citing the impact of the import duties and the potential to source tires from a plant being built in Chonburi, Thailand. The plant has a nameplate capacity of 4 million passenger and 800,000 truck/bus radials.

At the same time, though, the import "shockwave" of 2015 — along with increased scrutiny of imports by governments in Europe and elsewhere — prompted several major Chinese tire makers to consider building capacities outside of China.

In the past five years at least eight major Chinese companies have built or are in the process of building tire plants outside of China, predominantly in Thailand but also in Vietnam:

- Double Coin Holdings Ltd. built a plant for truck and OTR tires in Rayong Province, Thailand, that went on stream in mid-2017 with rated annual capacities of 2.5 million radial truck tires and 50,000-plus OTR tires. Shipments to U.S. customers began in April 2018.

- Guizhou Tyre Co. Ltd. is building a truck/bus tire plant near Ho Chi Minh City, Vietnam. It is rated at 1.2 million units a year, with additional capacity foreseen in Phase II and III expansions.

- Jiangsu General Science Technology Co. Ltd. announced plans in late 2018 for a passenger and truck/bus tire plant Rayong Province, with capacities of 6 million passenger tires and 1 million truck/bus tires annually.

- Qingdao Sentury Tire Co Ltd. opened a plant in Rayong Province in 2015 rated initially at 5 million car/LT tires annually before expanding to 12 million tires in Phase II.

- Sailun Jinyu Group Co. Ltd. opened a plant in Tay Ninh Province, Vietnam, in November 2014, for radial car, truck and OTR tires (rated capacity of 12 million units a year) and is building a second factory there for radial truck and OTR tires rated at 1.2 million truck/bus tires and 30,000 metric tons of OTR tires annually.

- Shandong Linglong Tire Co. Ltd. opened a car/light truck tire in Chonburi, Thailand, in 2014 and added radial truck tires to the mix a year later. The plant is rated at 1.2 million truck/bus tires and 12 million car/LT tires a year.

- Zhongce Rubber Group Co. Ltd. opened a plant in mid-2015 in

Rayong Province, for passenger/light truck tires and added radial truck/bus tire capacity there a year later. The plant is rated at 5 million car tires and 700,000 truck/bus radials a year.

In addition, Cooper has agreed to work with Sailun Jinyu Group to build a radial truck/bus tire plant near Ho Chi Minh City, Vietnam, rated at more than 2 million units annually.

The venture will extend Cooper's relationship with Sailun Jinyu, which already involves an offtake production agreement covering production of Cooper's Roadmaster-brand truck/bus tires at the company's existing Vietnam plant and Sailun Jinyu's pending purchase of a 35-percent stake in Cooper's Qingdao Ge Rui Da Rubber Co. Ltd. (GRT) joint venture in Qingdao, China.

U.S. import statistics from the past several years show the shift away from China markedly.

Passenger tire imports from Thailand, for example, have tripled in the past four years, rising to 33.8 million units last year from 11.2 million in 2015. Likewise, light truck tire imports from Thailand have doubled to 6.64 million units in 2018 versus 3.03 million in 2015.

Truck/bus tire imports have risen as well, but not quite as dramatically — up 40 percent to 2.45 million units last year. The 2019 data very likely will show a marked change.

At the same time, Vietnam has emerged as viable player in the global tire sourcing game, shipping 8.5 million passenger tires to the U.S. last year, nearly double the volume in 2015.

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