

**A MESSAGE ESPECIALLY FOR SMALL FLEETS AND OWNER
OPERATORS**

TRIB

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NEWS RELEASE ABOUT TIRES

For Immediate Release
PACIFIC GROVE, CA, August 2010
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Are small fleets and owner operators overlooking the important cost savings advantage enjoyed by the big fleets? They are if they aren't retreading their tires or buying retreads from reputable retreaders.

Because of the advances in technology truck tire retreading has become so popular that large trucking fleets purchase millions of retreads annually, saving their companies a fortune.

The trucking industry is saving more than \$3 billion dollars annually thanks to their use of retreads.

But even with these savings there are still a good number of owner operators who say, *"I can't run on caps because they come apart and damage my equipment. I can't run on caps because I have to travel through the desert. I can't run on caps because I carry too much weight."*

What they are really saying is, *"I don't want a piece of the \$3 billion dollar pie because I don't take the time to maintain my tires like the big fleets do."*

Big fleets can't afford to have their equipment torn apart by failed tires anymore than an owner operator can. With guaranteed delivery times and just-in-time freight, they can't afford en route failures anymore than owner operators can. Big fleets have to travel through the desert and other hot regions of the country and carry heavy payloads just like owner operators do.

Fleet managers who are paying attention know that with today's technology retreads don't come apart. In fact, their adjustment rate is as low and sometimes even lower than that of the best tier one new tires. If a tire fails and throws alligators all over the highway they know it is probably caused by a casing failure. The wire embedded in the rubber debris is a clear indication that it is not the result of a retread failure. Retreaders don't put wire in the rubber they put on a tire.

Fleet managers know that an air pressure gauge and the consistent use of it is their best insurance against en route tire failures. They also know that stringent casing inspection standards and a good retread supplier are keys to their success.

A good rule of thumb for owner operators and others to follow is: Don't buy your retreads on the road from a vendor who knows he won't see you again. The Retread Tire Buyers Guide published by the Tire Retread & Repair Information Bureau (TRIB) is the best source for the names of top quality retreaders in North America. It can be found at <http://www.retread.org/Guide/> on the web or a free copy can be ordered by phoning toll free 888-473-8732.

It's a good idea to establish a relationship with a local retreader in your area who knows you will be back home on the weekend to confront him with any tire problems you might experience during the week.

In those instances when you do have to purchase a retread on the road because of a tire failure and you are away from home, never buy the cheapest retread you can find. Insist on the best quality retread available. Inquire with local truckers about who offers the best quality retreaded tires in their area. Again, the TRIB Retread Tire Buyers Guide can help. It is a good idea to keep a copy in your cab. Call us toll free at 888-473-8732 and we will mail you a copy immediately with our compliments.

Most important, remember that tires must be properly maintained. Whether you are running on new tires or retreads, consistent air pressure maintenance is the most important factor for a successful tire program. Buy a good air gauge and use it at least once a week.

You already know how difficult it is to make a buck in the trucking industry. You also know that your tires fall only behind fuel in the cost of operating your truck so why give up your piece of the \$3 billion dollar pie?

If you maintain our retreads properly and only deal with top-notch reputable retreaders, your retreads will run as well for you as they do for the big fleets. And you will come home at the end of the week with a whole lot more money in your pocket.

For a FREE truckers packet loaded with information about the economic and environmental benefits of retreading, call toll free 888-473-8732 or send an email to info@retread.org, and don't forget to visit our web site, www.retread.org.