

TOYO TIRES®

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PRESS RELEASE

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*Toyo® Rated #1 Overall Brand for Medium Truck Tires, Four Years Running
Number one in five out of nine categories for Tire Review brand survey*

CYPRESS, CALIFORNIA -- *Toyo®* brand tires have once again been rated the *#1 Overall Brand for Medium Truck Tires* in *Tire Review* magazine's annual Tire Brand Study of North American tire dealers. *Toyo* has received this prestigious ranking four years in a row and a total of five times in the seven years since the medium truck tire survey began.

Toyo scored number one in five out of nine categories - overall brand, retreadability, application coverage, fill-rate and adjustment policy. *Toyo* also scored very well in product quality and product technology. Conducted by Babcox Research for *Tire Review*, this prestigious survey measures tire dealer opinions and perceptions throughout North America about the brands they carry and sell. As a part of the tire survey, dealers are asked to rate each brand of tires they carry on a one-to-10 scale (10 being highest) in a series of categories.

"We are honored to once again be voted number one overall brand for medium truck tires," said Masaharu Yoshimoto, president & CEO, *Toyo Tire U.S.A. Corp.* "*Toyo* strives to provide the best products for both our independent tire dealers and for commercial truck operators throughout the United States."

Toyo continues to introduce new tires for the commercial truck segment such as the *Toyo M154™* ultra-premium, all-steel regional highway tire and the *Toyo M137™* premium high performance steer tire for long haul, over-the-highway applications. Both the *M154* and *M137* were created using *e-balance™*, *Toyo's* new proprietary design technology which results in improved tire life, improved endurance and improved resistance to irregular wear.

To learn more about the full line of *Toyo* tires for commercial trucks and to review individual product information online, log on to *toyo.com*. *Toyo* manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

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