



# PRESS RELEASE

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May 5, 2010

## Toyo Tire U.S.A. Corp. to Increase Prices June 1

CYPRESS, CALIFORNIA -- Effective June 1, 2010, Toyo Tire U.S.A. Corp. will increase prices on passenger car, light truck, commercial truck and OTR tires by up to eight-percent with in-line adjustments. The increase is due to a continued escalation in raw material costs.

“The increase in the cost of raw materials ultimately results in price increases throughout our industry,” said John Hagan, senior director, sales operations for Toyo Tire U.S.A. Corp. “Toyo Tires makes every effort to minimize these increases while still delivering a premium product. We appreciate the continued support and understanding of our loyal dealers and consumers.”

To learn more about Toyo Tires<sup>®</sup>, the brand voted #1 overall by independent tire dealers across North America\*, log on to [toyotires.com](http://toyotires.com). Toyo Tires 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.

\* *Tire Review* magazine, 2009 Annual Brand Study

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