



PRESS RELEASE

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Toyo Tire Canada, Inc. Launches New Toyotires.ca

RICHMOND, BRITISH COLUMBIA – Toyo Tire Canada Inc. announces the launch of their all-new website, toyotires.ca. Representing the biggest facelift to date for the company's online presence, the website has been completely revamped.

The goal was to create a user-friendly resource tool for both consumers and dealers searching for premium replacement tires. The result is an extremely informative and user friendly website. The fresh design incorporates the company's blue and grey corporate colors, and focuses on the complete line of tire products with brilliant imagery and graphics.

The website features a left-side navigation and a slide-out menu offering a variety of information. Users can find the correct tire for their car, light truck, SUV or commercial vehicle with ease. Each tire has a robust product page with features and benefits, size, specifications, warranty information and more. The tire finder enables visitors to easily determine proper original equipment and plus size replacement tire options, with recommended inflation pressures for thousands of vehicles. Finding an authorized Toyo Tires dealer is also easy. Consumers can search by postal code, city, province, dealer name, or by specific products and services.

Designed and developed by The Garrigan Lyman Group in Seattle, Washington, the redesigned toyotires.ca includes sections on care & safety, motorsports, dealer resources, technology and the company. For ease of sharing information, a brand new "share this" feature is located on every page. Visitors can share links back to a page on sites such as Facebook®, MySpace and Twitter. These links can also be shared in emails.

Log on now to toyotires.ca to learn even more about your favorite products, racers and related activities. 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.

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