



PRESS RELEASE

June 13, 2011

Toyo Tire U.S.A. Corp. to Increase Commercial Tire Prices July 5

CYPRESS, CALIFORNIA -- Effective July 5, 2011, Toyo Tire U.S.A. Corp. will increase the dealer base price list on commercial truck tires up to an average of nine-percent.

“While Toyo Tires is determined to keep prices to a minimum, the continued increases in raw material costs make it necessary for us to raise our prices at this time,” said John Hagan, senior director of sales, Toyo Tire U.S.A. Corp. “We remain committed to providing excellent service and quality, while continuing to develop new e-balance technology products for improved wear resistance and fuel savings.”

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. To learn more, visit www.toyotires.com. Connect with the Toyo Tires community at www.facebook.com/toyotires and www.twitter.com/toyotires.

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