



Toyo Tire Canada Inc.

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October 1st, 2011

To: All Toyo Dealers

Subject: Toyo (Passenger and Light Truck) Price Increase Effective December 1st, 2011

Due to escalating raw material costs *Toyo Tire Canada Inc.* will increase prices on the *Toyo* passenger and light truck tires effective December 1st, 2011 as follows:

- Passenger & light truck all season and summer tires up to **5%**

Please be advised that certain select sizes may not be subjected to the increases documented above.

The December 1st, 2011 suggested retail price catalogues will be provided prior to the increase date and electronic price lists will be made available mid November 2011.

Thank you for your support.

Yours truly,

David Scheklesky
National Marketing Manager
TOYO TIRE CANADA INC.