



December 14, 2011

Dear Valued Customer

At Tire Dealer's Warehouse it is our goal to provide excellent customer service, quality products and competitive pricing. As you are aware the tire marketplace is ever changing and it is important for TDW to adjust to the changes in the market for numerous reasons. At this time we must make the following adjustments to our pricing by passing along the vendor changes we have received. Should you have any questions please contact your sales representative.

Effective December 15th and January 1, 2012 respectively, TDW will implement the following adjustments on the Brands / Patterns listed below.

*Not all brands are available in all locations.

Brand	Pattern	Dec. 15th	Jan. 1st. 2012
Cooper	Passenger & Light Truck	0% to +14%	
Deestone	All Categories - vary by size		(0 to 21%)
Hercules	Ironman Passenger and Light Truck	(2%)	
	Bias Light Truck		(1.5% to 2.9%)
Kumho	Passenger & Light Truck	0% to +5%	
Roadforce	Medium Truck		(2.5%) to + 1.5%
Yokohama	Passenger & Light Truck	0% to +12%	

We appreciate your business and your continued support.

Sincerely,

Sherry Bily
 Director of Marketing – TDW Division




800-962-5222	Compton, CA	888-455-2234	Dallas, TX	877-309-1972	Findlay, OH
888-414-8473	Bakersfield, CA	800-666-8840	San Antonio, TX	888-833-3953	Medley, FL
855-825-8473	Phoenix, AZ	800-711-3919	Houston, TX	800-483-2099	Tampa, FL
800-447-8473	Union City, CA	866-220-8439	Franklin Park, IL	800-903-0014	Orlando, FL
866-977-8473	Portland, OR				www.tdwonline.net