



December 29, 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 January 1<sup>st</sup> and January 15<sup>th</sup>, 2012 respectively, TDW will implement the following adjustments on the Brands / Patterns listed below.

\*Not all brands are available in all locations.

Brand	Pattern	Jan. 1st. 2012	Jan. 15th 2012
Deestone	All Categories - vary by size	(0 to 21%)	
Hankook	Passenger and Light Truck		+8%
Hercules	Bias Light Truck	(1.5%) to (2.9%)	
Roadforce	Medium Truck	(2.5%) to +1.5%	
Vogue	Specialty Passenger/SUV		0 to (30%)
	(Vogue = Total Price Re-alignment)		

We appreciate your business and your continued support.

Sincerely,

Sherry Bily  
 Director of Marketing – TDW Division



800-962-5222  
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 855-825-8473  
 800-447-8473  
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