



November 9, 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 November 15<sup>th</sup> and December 1<sup>st</sup> 2011 respectively, TDW will implement the following adjustments on the Brands / Patterns listed on the table below.

\*Not all brands are available in all locations.

Brand	Pattern	Nov. 15th	Dec. 1st
Bridgestone	Passenger & Light Truck		Up to +8%
Firestone	Passenger & Light Truck		Up to +8%
Fuzion	Passenger		(4%)
BKT	Industrial/Farm		Up to +8%
Hankook	Medium Truck	up to +8%	
Hercules	Passenger		(5%) to +5%
	Light Truck		(5%) to +8%
	Ironman Industrial/Farm		(.5%) to +2%
Kumho	Light Truck: KL71, KL61, & KL21	(5% to 12%)	
Nexen	In line adjustments on specified sizes		(4% to 10%)
Venezia	Crusade HP / SUV	(1.5%) to +.6%	

We appreciate your business and your continued support.

Sincerely,

Sherry Bily  
Director of Marketing – TDW Division



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