



November 30, 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 1st. and December 15th 2011 respectively, TDW will implement the following adjustments on the Brands / Patterns listed below.

*Not all brands are available in all locations.

Brand	Pattern	Dec. 1st	Dec. 15th
Bridgestone	Passenger & Light Truck	Up to +8%	
Cooper	Passenger & Light Truck		0% to +14%
Firestone	Passenger & Light Truck	Up to +8%	
Fuzion	Passenger	(4%)	
BKT	Industrial/Farm	Up to +8%	
Greenball	Wheels and ATV	(4.%)	
Hercules	Passenger	(5%) to +5%	
	Light Truck	(5%) to +8%	
	Ironman Industrial / Farm	(1/2%) to +2%	
	Ironman Passenger and Light Truck		(2%)
Kumho	Passenger & Light Truck		0% to +5%
Nexen	In line adjustments on specified sizes	(4% to 10%)	
Yokohama	Passenger & Light Truck		0% to +12%

We appreciate your business and your continued support.

Sincerely,

Sherry Bily
Director of Marketing – TDW Division



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