

TEN REASONS NOT TO BUY RETREADS

1. I drive a truck for a hobby. Money means nothing to me.
2. I like spending more money than I need to for tires.
3. I took a vow of poverty.
4. My brother-in-law told me about his bad experiences with "recaps" back in 1956.
5. Don't confuse me with the facts.
6. My telephone psychic says I should only buy new tires.
7. The new tire manufacturing companies need my money more than I do.
8. Hey, when I buy a really good apple I throw it away after only enjoying about 1/3 of it. Why shouldn't I be satisfied getting only 1/3 return on my tire investment?
9. Sure I know the really successful fleets with good tire programs run as many as two and three retreads for every new tire, but I'm just a little guy and I don't want to make as much money as they do. The taxes would kill me.
10. The trucking industry in North America saves millions of dollars every year by using retreads, but why should I have to play follow-the-leader just to be successful?

Sound ridiculous?

That's because it is. There is simply no good reason not to use retreaded tires on your truck. Thousands of owner-operators and trucking companies already know this.

Want more information? Call us or visit our website.

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IMAGINE A WORLD WITHOUT RETREADS

- **GROCERIES WOULD COST MORE.** Virtually all grocery delivery trucks use retreads.
- **OUR DEPENDENCE ON OIL WOULD RISE.** Since tires contain a very high percentage of synthetic rubber, which is petroleum based, we would have to import huge additional amounts of oil.
- **NEW TIRE PRICES WOULD PROBABLY RISE SIGNIFICANTLY.** Retreads act as a brake on new tire prices.
- **AIRLINE TICKETS WOULD COST MORE.** Virtually all commercial airlines use retreads. Surprised?
- **SCRAP TIRE PILES IN LANDFILLS WOULD EXPLODE WITH ABOUT 30 MILLION ADDITIONAL TIRES EVERY YEAR.** Every time a tire is retreaded there is one less tire for our already overloaded landfills.
- **CONSTRUCTION COSTS FOR ROADS, BRIDGES, FACTORIES, HOUSING, ETC.,** would rise dramatically if the large tires used on earthmoving vehicles were not retreaded.

In fact, just about everything we buy would cost more since practically everything we eat, wear, use at home or at work is delivered on trucks using retreads.

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RETREAD FACTS

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- Retreaded truck tires represent a savings of over \$3 billion dollars annually for truckers and trucking companies in North America.
- For most fleets, tires represent the second largest item in their operating budget, right after fuel costs.
- The lowest possible cost-per-mile is achieved with a good tire management program that includes the use of quality retreads.
- Retreads are the replacement tire of choice for many truckers. Nearly half of all replacement truck tires are retreads.
- Retreads are not only cost effective, but they are also dependable, reliable and safe. Retreads are used by truckers with scheduled delivery times, small package delivery companies with guaranteed delivery times, including the U.S. Postal Service, on commercial and military jets, by most school bus operators, taxis, and many other types of vehicles.
- Retreads are also environmentally friendly. Tires are basically petro-chemical products. It takes approximately 22 gallons of oil to manufacture one new truck tire. Most of the oil is found in the casing, which is reused in the retreading process. As a result, it takes only approximately 7 gallons of oil to produce a retread. Wide based truck tires save even more fuel.
- Retreaders, like trucking companies, have experienced considerable consolidation. Today, the most successful retreaders are those with the highest quality products, delivering the best possible return on investment to the fleets. Because of the competitive nature of the retreading industry, truckers can expect to see continuous improvement in quality, durability and reliability, as the major retread suppliers annually invest millions of dollars in research and development.

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For more information about how we compile our data, please contact Harvey Brodsky,
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NEWS RELEASE ABOUT TIRES

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SCHOOL BUS RETREADING

Retreading Tires on School Bus Fleets Can Make Good
Economic and Ecological Sense

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By
Don Schauer

Obviously, passenger safety has the highest priority for anyone operating a school bus fleet. But with stringent budget constraints and strict environmental standards, transportation managers must find ways to cut cost without compromising safety.

By taking advantage of the tire technology that has helped the trucking industry save millions of dollars on tire expenses while making a major environmental contribution—using radial tires and retreading—school bus fleets are reaping the rewards, economically and ecologically.

For most school bus fleets, tires rank only behind labor and fuel in the operating budget. Savings of about 15 percent of the operating budget can be realized by moving from all new tires to retreads in the drive-axle wheel positions.

The environmental advantages of retreading are numerous. School bus tires are basically petrochemical products. It takes 22 gallons of oil to manufacture a new tire and only about seven gallons to retread that same tire. As a result, 15 gallons of oil are saved each time a tire is retreaded. And, considering today's disposal problems, each time a bus tire is retreaded, the disposal dilemma is avoided.

The Tire Retread & Repair Information Bureau is a non-profit, industry supported association dedicated to the recycling of tires through tire retreading and tire repairing.

We recycle all of our paper!

www.retread.org

(A great site to bookmark and revisit often!)