



Product Awareness Bulletin

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2/3/15

#004

Goodyear Tire Availability for 2015 SAF-T-LINER C2, HDX, EFX

Goodyear has increased tire prices significantly and in addition has limited the amount of tires available for 2015.

Due to this immediate price increase, we are forced to change pricing for all Goodyear tires ordered on or after 2/16/15. With this increase, you will see that Goodyear tires, in most cases, will be more expensive than Michelin. We are in the process of adding additional brands to provide you alternative options to choose.

We will keep you informed of any availability issues and would highly suggest that you work with your customers to move to an alternative, lower cost tire brand.

We apologize for any inconvenience that may cause both you and your customers.