

November 1, 2011

From the Kitchens of



Servings: Enough for all of our Valued Customers

Baking Time: Month of November 2011

RECIPE FOR VALUE

- 1 Cup of Customer Service
- 1 1/2 Cups of Quality
- 1 Heaping Tablespoon of special discount (**1.5% for orders over 20,000 lbs**)
- 2 Cups of 100 years of experience
- 1 Cup of ISO approval

Combine all ingredients using 100% Made in America Workmanship. Serve to customers with THANKS for their business.



This Special applies to orders placed November 1st, through November 30th, 2011.
Orders on this **Recipe for Value Special** are subject to Specialty's Credit Department approval.

Call us at 800-622-7327 or fax us at 724-349-8192 to place your order today.

As always, thank you for your business.
Best regards,

Gene Baker, General Manager of Sales

Buy American!



Announcing: Spring Dating Program

Available with 20,000 lb. orders only.
Orders placed November 1, 2011 through January 31, 2012
March-April-May payment terms
Early payment discounts at 0.333% per month. Maximum Discount 1.0%
Spring Dating Program is subject to Specialty's Credit Department approval.

Specialty Tires of America, Inc.

Annual Volume Bonus Program-2011

Minimum annual volume requirement: \$250,000

Annual Volume Bonus increments: 0.5% per \$250,000 steps

- \$250,000 earns 0.5%
- \$500,000 earns 1.0%
- \$750,000 earns 1.5%
- \$1,000,000 earns 2.0%
- \$1,250,000 earns 2.5%
- \$1,500,000 earns 3%
- \$1,750,000 earns 3.5%
- \$2,000,000 earns 4.0%
- \$2,250,000 earns 4.5%
- \$2,500,000 earns 5.0%
- \$2,750,000 earns 5.5%
- \$3,000,000 earns 6.0%

Annual Volume Bonus will be paid to all qualified customers for each dollar of sales for the year 2011 beginning with the first dollar of shipment. Payment will be in the form of credit on the customer's account by January 31, 2012.

The Specialty Tires of America Annual Volume Bonus Program eligibility includes sales and shipments of all non-race tire and non-aircraft tire house brand products including Farm, Off-The-Road, Industrial, Mining and Light Truck tires.

An Annual Volume Bonus Program participant must remain in good standing with Specialty's Credit Department by remaining current at the end of each fiscal month through the year. The Credit Department will have the authority to disqualify a participant on this basis at which time notification will be given.

The Annual Volume Bonus Program will be a separate but inclusive program from monthly specials and other promotions.

An Annual Volume Bonus participant will be kept abreast of their status routinely on monthly statements.

