



September 1, 2010

To: Our Valued Customers

Let Specialty Tires of America put you in the RED zone with these Savings. It's a sure touchdown!

Don't fumble!! Shop from our **September 2010 Kickoff Special**. Score big! RAH ... RAH!!
GoTeam STA!

Discount:

1.5% for orders of 5,000 to 19, 999 lbs

3.0% for orders over 20,000 lbs

This Special applies to orders placed September 1, through September 30, 2010.

Orders on this **September 2010**

Kickoff 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!

See page 2 for information about *our Annual Volume Bonus Program!*

Specialty Tires of America, Inc.

Annual Volume Bonus Program-2010

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%

Extra Growth Factor Bonus: an additional 1.0% will be added to qualified Annual Volume Bonus customers with 10% or more growth in annual sales dollar shipments over the previous year.

Annual Volume Bonus will be paid to all qualified customers for each dollar of sales for the year 2010 beginning with the first dollar of shipment. Payment will be in the form of credit on the customer's account by January 31, 2011.

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.

