

**For Immediate Release:**  
February 10, 2009

**Press Contact:**  
Roy Littlefield, 301-430-7280

## **TIA Announces New Partnership With Federated Insurance; Federated To Offer Property & Casualty Insurance, Risk Management Resources And Life & Disability Products And Services**

**(Bowie, MD) –** The **Tire Industry Association (TIA)**, a leading automotive trade association, today announced that it has signed an agreement with Federated Insurance, of Owatonna, MN, to offer **TIA** members property and casualty insurance, risk management resources, and life and disability products and services. **TIA** members interested in finding out more about this offering are encouraged to visit the “Member Services” section of the **TIA** website at [www.tireindustry.org](http://www.tireindustry.org), or call 800-533-0472, extensions 112, 139 or 140.

**TIA** members will have access to personal service by a Federated representative, including a no-obligation Right Report<sup>®</sup>. The Right Report<sup>®</sup> is a tool the Federated representative will use to analyze your exposures and business needs. Part of this review also includes a discussion regarding business succession and access to a network of independent specialized estate planning attorneys when necessary.

Federated Insurance is rated A+ (Superior) by A.M. Best Company<sup>®</sup>, a respected insurance rating authority. In business for over 100 years, Federated specializes in creating tailored products and services for the tire industry; their Trac Pac<sup>®</sup> program was designed for tire dealers by tire dealers. “**TIA** is excited about our new partnership with Federated Insurance,” said **TIA** Executive Vice President Roy Littlefield. “While no tire dealer spends much time thinking about fires, natural disasters and other similar events, the fact of the matter is that these things do occur, and thus, it’s important that every tire dealer makes sure he/she has the right level of insurance coverage. Federated will make sure that our members receive proper coverage at a competitive price. Given the current economy, we encourage all our members to contact Federated and get an ‘insurance check-up.’ They will probably be pleasantly surprised at how much they might save.”

“Federated Insurance is proud to be recommended by **TIA**,” said Pat Cooper, Federated’s First Vice President and Director of Marketing. “**TIA** is the premier tire dealer association in the country, and its members are some of the ‘best of the best’ in the industry. **TIA**’s professionalism, culture, and core values are a perfect fit with Federated.”

*TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The Tire Industry Association (TIA) has a history that spans more than 80 years and includes several name changes. Originally known as the National Tire Dealers & Retreaders Association (NTDRA), the organization gave birth over the years to the American Retreaders Association (ARA) and the Tire Association of North America (TANA). ARA changed its name to the International Tire & Rubber Association (ITRA) and merged with TANA in 2002 to form the current Tire Industry Association (TIA), which now represents every interest in the tire industry.*

*Federated is a mutual insurance company headquartered in Owatonna, Minnesota, has been in business for over 100 years. Federated operates throughout the United States except in Alaska and Hawaii. The Company*



Maryland Office:  
1532 Pointer Ridge Place 800.876.8372  
Suite G 301.430.7280  
Bowie, Maryland 301.430.7283 f  
20710-1000

*specializes in business insurance for selected industries, including tire dealers. Federated offers insurance protection products and services to meet virtually all the business and personal insurance needs of business owners, including property, auto, liability, umbrella, workers compensation, group health, life, disability, annuities; regular coverage review; risk management services; claims services; and business and estate planning assistance. (Not all products and services available in all states.)*

###



Maryland Office:  
1532 Pointer Ridge Place 800.876.8372  
Suite G 301.430.7280  
Bowie, Maryland 301.430.7283 f  
20710-1000