

For Immediate Release:
July 15, 2010

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THE EXCITEMENT IS BUILDING AS TIA ANNOUNCES SCHEDULE AND SESSION INFORMATION FOR TIA ENVIRONMENTAL SYMPOSIUM

Bowie, MD – The Tire Industry Association (TIA) one of the world's leading authorities on tires and wheels, today announced the schedule and session information for the first-ever TIA Environmental Symposium, which will be held September 30 through October 2, 2010 at the Ocean City Convention Center in Ocean City, Maryland. This exciting, innovative, and informative event will be held in conjunction with the Washington, Maryland & Delaware Service Station and Automotive Repair Association Annual Convention & Mega Trade Show.

Session highlights include presentations from Bob Handlos of Bridgestone Americas, who will discuss their global initiative, "One Team, One Planet;" Dan Guiney from Yokohama Tire Corporation will discuss their use of orange oil as an environmentally friendly ingredient in tire production; Don Baldwin from Michelin North America will discuss their sustainable mobility program; Bridgestone Americas' John Sheerin will discuss what dealers can and should do to become greener; and legal expert Gary Letcher will explore the issues concerning the Superfund legislation.

The scheduled sessions will be:

- **TIA Goes Green** – TIA President Wayne Croswell and Environmental Advisory Committee (EAC) Co-Chairman Dick Gust will introduce the EAC and its plans to help TIA members with environmental issues.
- **Orange is the New Green** – Yokohama Tire Corporation's Dan Guiney will discuss how Yokohama's use of an alternative renewable material – orange oil – reduces their environmental footprint without compromising product performance.
- **Michelin and Sustainability** – Michelin North America's Don Baldwin will discuss how the company's commitment to the environment is carried out through their sustainable mobility program.
- **One Team, One Planet: Thinking Green for a Better Tomorrow** – Bob Handlos will discuss how Bridgestone Americas is taking a leadership role in environmental outreach and programs under a global initiative called, "One Team, One Planet."
- **Superfund Issues Affecting the Tire Industry** – Environmental law expert Gary Letcher will cover the current status of Superfund liability for tires, oil, and other discarded automotive materials, as well as case histories and possible resolutions to legal challenges the tire industry faces from Superfund determinations.
- **What Dealers Can and Should Do to Become Greener** – Bridgestone Americas' John Sheerin will discuss which practices offer the best opportunities to reduce the environmental impact of typical tire, battery, and automotive service facilities.



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- **Eco-Friendly Tire and Auto Care** - From basic to visionary, this session has what you need to start your own green program.
- **Separating Myths from Facts Concerning the Use of Recycled Rubber Products** – Attendees will learn about the scientific, performance and environmental facts concerning recycled rubber products.
- **Environmental Best Practices for the Tire and Service Station Dealer** – This presentation will help attendees learn how to create an improved environmental image, protect profits and potentially establish THE competitive differentiator they're looking for.
- **Greening Highways Means Saving Money and the Environment** – A panel of asphalt rubber experts will present information on the most common methods of using end-of-life tires as a beneficial engineering material in asphalt pavements.
- **Maryland Scrap Tire Program** – This presentation will bring you up-to-date on several ongoing projects, including ones devoted to increasing scrap tire markets in the state, including rubberized asphalt pavement, playground surfacing, and a leading-edge project studying the use of crumb rubber in green roofs.

In addition to the education sessions, environmental and recycling exhibits will be showcased at the Mega Trade Show, and will provide attendees an important "hands-on" education opportunity in the exhibition hall. Anyone who manufactures tires, operates a tire dealership, recycles tires, produces products from the tire raw material or consumes recycled tire products should attend this symposium and trade show.

"This is an opportunity to meet the "go-to" experts within the tire industry who can assist in advancing the initiatives that will support our industry's commitment to protecting and improving the environment. The Ocean City program represents one of the EAC's first initiatives to carry out their mission to 'identify and promote, through education, environmentally sustainable practices'," EAC Co-Chair Dick Gust said.

Speakers and sessions are subject to change. For the latest information on the Environmental Symposium, visit the "Events" section of TIA's Website (www.tireindustry.org), or contact LaKisha Pindell (301.430.7280, ext. 104; e-mail: lpindell@tireindustry.org) or Mary Sikora (571.258.0500; e-mail: msikora@tireindustry.org).

About TIA:

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. For more information, visit www.tireindustry.org, or call 800.876.8372.



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