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TIA ADDS LINK TO NEW TIRE BUSINESS MANAGEMENT BOOK ON ITS WEBSITE

“Entrepreneurial Insanity in the Tire Industry” Specifically Written for Tire Industry Business Owners; \$3 from Each Sale Via TIA Website to Go to TIA Foundation

Bowie, MD – The **Tire Industry Association (TIA)**, one of the world’s leading authorities on tires, today announced that tire industry professionals who are interested in purchasing a copy of the new book, “Entrepreneurial Insanity in the Tire Industry,” can now click on a link on the TIA home page (www.tireindustry.org) to do so. Additionally, for each book purchased via the TIA website, a \$3 donation will be made to the TIA Foundation.

“Entrepreneurial Insanity in the Tire Industry” was written specifically for the tire business owner, and challenges owners to become true “entrepreneurs,” rather than simply “small business owners.” It contains insight from tire industry leaders like Morgan Auto Group’s Larry Morgan, WECnology President Wayne Crowell and TIA’s Executive Vice President Roy Littlefield.

The TIA Foundation is a nonprofit entity of the Tire Industry Association, which funds training and education in the tire industry. Persons interested in making a donation to the TIA Foundation may do so by sending a check (payable to “TIA Foundation”) to: TIA Foundation, Tire Industry Association, 1532 Pointer Ridge Place, Suite G, Bowie, MD 20716. All donations to the TIA Foundation are tax-deductible.

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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