



THE FUTURE OF TIRE TECHNOLOGY

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From the desk of...

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Antidumping and Countervailing Duty Investigation: An open letter to Sentury Tire customers

The recent decision by the United States Department of Commerce to pursue the investigation into Chinese tire imports is disappointing. It raises the specter of new tariffs, and that is not good news for consumers, for the tire supply chain or for those who believe in the benefits of a free global tire market.

But my purpose in this letter is not to dispute the merits of the case or the fairness of the decision.

Rather, I'm writing to reassure existing and prospective Sentury Tire dealers and distributors that they will have our continued commitment and support. Sentury has made great strides in delivering high quality tires at an affordable price. We will continue to do so. Sentury has set high standards for fill rate and product availability. We will continue to excel here, too.

Finally, should the tariff be imposed, Sentury Tire will do all that's humanly possible to maintain a pricing structure that works for your business model.

The global tire market is vast and complex, but it's built on a simple truth — we are all in this together. Sentury Tire has worked very hard to earn your trust. You have my word that we will leave no stone unturned to keep earning that trust ... and to keep earning your business.

Sincerely,

Maxwell Wee
for Sentury Tire Americas



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