

Triangle Tire Scores at SEMA, North America's Massive Tire Industry Show

There was plenty of buzz and excitement at the Triangle Tire USA booth at this year's SEMA/Global Tire Expo Show.

A large, eye-catching booth featured some of Triangle's most innovative passenger/light truck, truck and bus, and OTR (off the road) tires. Staffed by the company's growing sales team, the booth was busy all day and every day during the four-day show that commenced on Oct. 31.

"There's a lot of good buzz in the industry right now, thanks to our sales force getting the message out across the country and our advertising campaign in the tire trade publications," said Triangle Tire USA CEO Manny Cicero. "Distributors and dealers are interested in how Triangle can help grow their businesses efficiently and profitably."

One of the many highlights of the week was Steve Reynolds, Southeastern regional sales manager for Triangle Tire USA, doing a series of Facebook videos on tires featured at the booth. He discussed:

- *how the TRD05 open shoulder drive tire features a 28/32" tread depth, excellent traction in both wet and dry, and an enhanced casing for retreadability.*
- *the Triangle premium studless winter tire that features aggressive siping and biting edges on the tread blocks for dependable traction in the snow and ice.*

- *Triangle's TH201, an ultra high performance tire that provides sure-footed traction in the wet and dry, along with good tread wear performance.*

The videos, plus one showing thrilling drifting action outside the SEMA exhibit hall, received more than 8,000 views on Facebook. [Click here to view all of the Triangle videos from SEMA.](#)

Rick Phillips, Vice President of Sales for Triangle Tire USA, said he and his sales team told prospective distributors and dealers that one of the company's primary goals is to "make it easy to do business with us."

For example, he noted, customers can mix all product segments in one container shipped from the massive Triangle warehouse. "We offer superior fill rates and the fastest container deliveries in the industry," he said. "Our world-class warranties are also very appealing to dealers as they promote Triangle tires to their customers."

Phillips added, "We're confident that numerous distributors and dealers will decide to make their move to Triangle Tire and look forward to following up on our many productive meetings at the show."

Triangle Tire USA is the wholly owned subsidiary of Triangle Tyre Co. Ltd., marketing and selling a complete product portfolio. On the commercial side, the company offers a broad range of medium radial truck tires to the trucking industry. It also has a full range of off-the-road (OTR) radial and bias products, including giant radials for the construction, mining and aggregates industries. On the consumer side, Triangle Tire USA has a comprehensive line-up of passenger and light truck tires, including ultra-high performance (UHP), winter and specialty trailer tires.

