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DO YOU THINK OR  
DO YOU KNOW?

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A few years ago, there was a movie about the hunt for the cause of AIDS. Over and over again, when the researchers would meet, someone would make a statement, only to be challenged by another researcher, “Do you **think**, or do you **know**?”

In this issue of **Real Answers**, we’re going to focus on a number of areas where people are trying to “know” rather than just “think.”

Ryder, perhaps the most successful truck leasing company of all time, has developed a system, called the “Focus Team,” for analyzing performance in its operations. And, as we’ll see, Ryder definitely knows the formula for success.

Estes Express Lines has, perhaps, different evidence that it “knows.” It’s celebrating its 75<sup>th</sup> anniversary in 2006. That alone tells us Estes knows what it’s doing. And as we’ll see, a lot of its success is the result of some carefully thought-out systems.

Our friend Carl Tapp shares what he knows about automatic tire inflation systems. And he’s got the numbers to prove what he says.

Meanwhile, we’ll take a look at how field research and development engineers make sure Bridgestone tires are performing to expectations – and that the next generation tires will do the same.

We’ll take a look at the proven benefits of scrap tire recycling, tire balancing and periodic vehicle alignment. Plus, we’ll share some exciting new developments that could reduce inflation pressure losses in the next generation of your truck tires.

And finally, we might ask, “Do you think you know what’s inside a golf ball, or do you know?” The real answer may be surprising, and you’ll find it on the back cover.

So turn the page and let’s find out what we think **and** what we know. **RA**

# Do you think or do you know



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