

Is success an “inside job”?

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According to Emerson, “What you are shouts so loudly in my ears I cannot hear what you say.” To us, that means it’s what’s inside that counts, whether it’s inside a tire or inside an organization.

And this time, we’re going to look inside things for reality. In several stories, we look at what’s inside your tires.

For example, we’ll learn how to make sure we’re selecting the correct pressure to put in your tires, then how to check the calibration of our gauges to make sure we measure it correctly.

And, we’ll see how Haney Truck Lines of Yakima, Washington turns this simple, yet vital idea into a real money-saver.

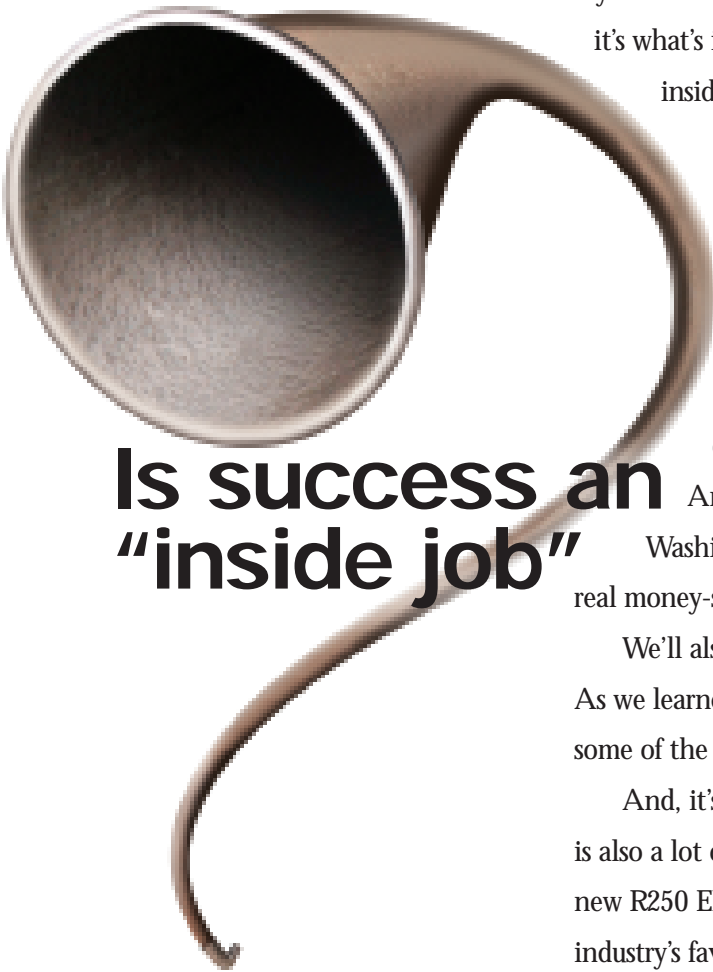
We’ll also look at the natural rubber inside your tires. As we learned, for certain applications, trees still produce some of the very finest rubber we can put into a tire.

And, it’s not just air and rubber – what’s inside a tire is also a lot of careful thinking. We’ll examine how the new R250 ED (for “Extra Duty”) takes one of the industry’s favorite designs and enhances it for severe service applications.

Plus, imagine there’s something else inside your drive tires – like a trailer tire! As we approach winter, it’s time to revisit the idea of moving worn drives to trailer positions to stretch your tire investment.

And no issue of *Real Answers* would be complete without a look at some extraordinary people. We’ll visit with the attendees at the annual “Truckers’ Ball,” held last year, and watch Wal-Mart technicians play to learn.

So turn the page, and see for yourself what’s inside this issue of *Real Answers*. 



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SINGH AHLUWALIA
President, Commercial Products
Truck and Bus Tires