

Giti Tire Named Official Tire Sponsor of the 2016 Rose Parade®

Global tiremaker, which is building a manufacturing plant in South Carolina, is sponsoring one of America's most iconic events.

RANCHO CUCAMONGA, CA, UNITED STATES, September 18, 2015 /EINPresswire.com/ -- [GITI Tire](#) (USA) Ltd. will sponsor one of America's most iconic events that has been celebrated for more than a century, the [Rose Parade](#).



OFFICIAL TIRE SPONSOR OF THE 2016 ROSE PARADE®
& PRESENTING SPONSOR OF DECORATING PLACES

Giti Tire will be the Official Tire Sponsor of the 127th Rose Parade, presented by Honda and the Presenting Sponsor of Decorating Places - an event where visitors experience first-hand the final stages of float preparation. America's New Year's Celebration® is a festival of flowers, music and sports unequalled anywhere else in the world. Approximately 700,000 spectators lining the streets of Pasadena and millions more watching various TV broadcasts will enjoy the grandeur of the floats, elegance of the equestrian groups and the outstanding talents of the marching bands. The Rose Parade theme for January 1, 2016, is "Find Your Adventure."

Giti Tire is amongst the largest tire companies in the world and sells products in more than 130 countries. Its product line includes [GT Radial](#), Primewell, Dextero and Runway brands carried by an extensive network of tire dealers and retailers across the U.S. and Canada. The company made a major commitment to the U.S. economy when it announced in June 2014 that it will build its first manufacturing facility outside of Asia in Chester County, South Carolina. Construction is now underway for the plant, which will produce passenger and light truck tires for the replacement and original equipment markets. It is expected to generate more than a thousand jobs and is anticipated to begin production in 2017.

"We have been a part of American families for years and people don't know about it," said Armand Allaire, executive vice president of sales and marketing for GITI Tire (USA) Ltd. "We've been with you on your vacations, your commute to work, when you drop off your kids to school or your trip to your children's soccer games. We have many loyal customers that sell our brands in the U.S., but the company itself is not yet well known with the general public. The Rose Parade sponsorship is the first step in building awareness for Giti as a company that's been providing you with excellent product quality and customer service, along with a strong commitment to the communities we serve."

Allaire said the Rose Parade is a great fit for Giti Tire because it engages in activities that are valuable to both family and society.

About the Tournament of Roses®

The Tournament of Roses is a volunteer organization that annually hosts the Rose Parade®, the

Rose Bowl Game® and a variety of associated events. Nine hundred thirty-five volunteer members act as ambassadors of the organization and contribute upwards of 80,000 hours of manpower each year. The 127th Rose Parade presented by Honda and themed “Find Your Adventure,” will take place Friday, January 1, 2016, followed by the 102nd Rose Bowl Game presented by Northwestern Mutual. Learn more at www.tournamentofroses.com and on Facebook, Twitter, Instagram and YouTube.

About Giti Tire (pronounced “G-T” tire)

Giti Tire Group, headquartered in Singapore, has been in the tire business since 1951. Giti Tire operates 8 manufacturing plants and produces a broad range of tire products, serving major original equipment vehicle manufacturers, auto-service outlets, tire dealers and consumers in more than 130 countries worldwide.

GITI Tire (USA) Ltd., based in Rancho Cucamonga, California, is the sales, marketing, and distribution company for North America. It markets and sells a family of brands: GT Radial, Primewell, Dextero, and Runway tires for high performance vehicles, passenger, SUV, light truck, and medium trucks through national retailers, independent retailers and distributors across the United States and Canada. For more information, please visit www.giti.com.

john taylor
jtmarcom
6154773099
email us here

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