

Giti Tire Kicks off the New Year in Style as Rose Parade® Sponsor

2018 will be a momentous year for Giti Tire with the company producing American made tires for American consumers at its new South Carolina plant.

RANCHO CUCAMONGA, CA, USA, January 2, 2018 /EINPresswire.com/ -- For the third consecutive year, [Giti Tire](#) served as the Official Tire Sponsor of the 129th [Rose Parade](#) and Presenting Sponsor of Decorating Places, an event where visitors experience the final stages of float preparation, decorating them with thousands of roses and other flowers and seeds. More than a hundred thousand people attended the Rose Parade and millions more worldwide watched on television on the first day of 2018.



Giti Tire kicks off 2018 with Rose Parade sponsorship

Yesterday's Rose Parade lived up to its grand tradition of colorful floral floats, spirited marching bands and high-stepping equestrian units performing along the 5.5 mile route in downtown Pasadena.

"Sponsoring this iconic American event again was a tremendous way to kick off what promises to be a great year for the company in North America," said Kenny Lee, senior director of marketing for GITI Tire (USA) Ltd. "Our new passenger and light truck tire plant in South Carolina is now producing American made tires for American consumers, and we're introducing some exciting new products."

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 and Dextero 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.gitiusa.com.

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