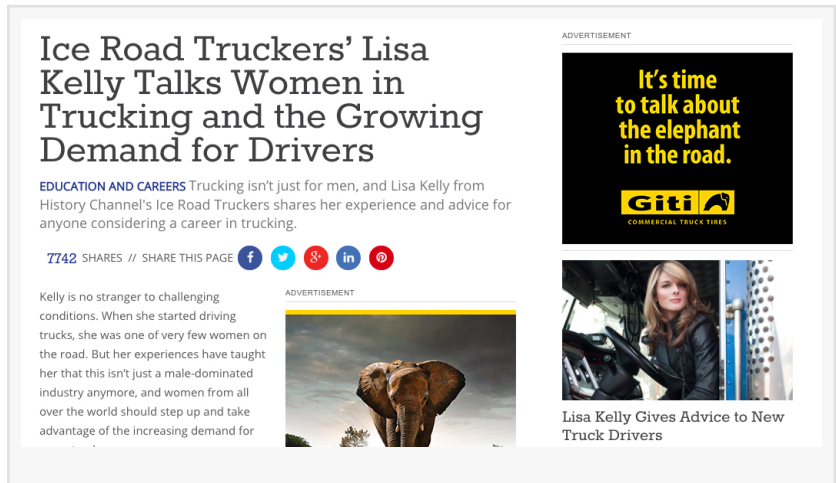


Giti Tire Co-Sponsors Campaign to Recognize Women in Trucking

Giti Tire joins other industry leaders in campaign that recognizes the hard work and commitment of professional female truck drivers






RANCHO CUCAMONGA, CA, UNITED STATES, September 14, 2018

/EINPresswire.com/ -- [Giti Tire \(USA\)](#) joined other trucking industry leaders and celebrities this month in sponsoring Mediaplanet's "Empowering Our Female Truck Drivers" campaign to recognize the hard work and commitment of professional female truck drivers.



Ice Road Truckers' Lisa Kelly Talks Women in Trucking and the Growing Demand for Drivers

EDUCATION AND CAREERS Trucking isn't just for men, and Lisa Kelly from History Channel's Ice Road Truckers shares her experience and advice for anyone considering a career in trucking.

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Kelly is no stranger to challenging conditions. When she started driving trucks, she was one of very few women on the road. But her experiences have taught her that this isn't just a male-dominated industry anymore, and women from all over the world should step up and take advantage of the increasing demand for

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Lisa Kelly Gives Advice to New Truck Drivers

The month-long campaign, which kicked off on in conjunction with National Truck Driver Appreciation Week (Sept. 9-15), involves a print ad campaign in USA Today (in the Houston, Dallas, Nashville, San Francisco, Cincinnati, Chicago, St. Louis and Kansas City markets) with an estimated readership of 750,000. A comprehensive [social media campaign](#) is also delivering this important story across the nation.

Main campaign topics are centered around safety, health, driver recruiting and retention, driver appreciation, fleet management and telematics.

"Giti Tire is proud to recognize the thousands of talented women drivers who tackle one of America's most important and demanding jobs," said Armand Allaire executive vice president of commercial sales for Giti Tire (USA) Ltd. "It is critical for this industry's future to actively support women who are already involved and encourage others to join."

According to the American Trucking Association, the trucking industry generated \$676.2 billion in revenue in 2017 and carries 70 percent of all freight tonnage. While there are over 3.5 million truck drivers in the United States today, the industry needs to hire about 900,000 more drivers to meet rising demands. Only about six percent of the truck driver population is female.

Giti Tire partnered in the campaign with Mediaplanet, a content marketing company that specializes in advocacy and awareness campaigns.

Other campaign partners include: Women in Trucking Association, American Trucking Associations, Truckload Carriers Association, US Department of Transportation, Lisa Kelly of the History Channel's Ice Road Truckers, and Johnelle Hunt, co-founder of J.B Hunt.

In addition to Giti Tire, other corporate and celebrity sponsors include: Daimler Trucks, Mack Trucks, TravelCenters of America, Averitt Express, Shell, Phillips 66, and former NASCAR driver Danica Patrick.

Visit www.gititrucktires.com to see the full line of Giti truck and bus radials.

About Giti Tire (pronounced "G-T" tire)

Giti Tire, headquartered in Singapore, has been in the tire business since 1951. Giti Tire operates eight manufacturing plants and produces a broad range of tire products, serving 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: Giti, 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.

John Taylor
Giti Tire (USA)
6154773099
email us here

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