

# Giti Tire Is There to Smell the Roses

*Giti Tire, which has a passenger and light truck tire plant in South Carolina, is sponsoring the Rose Parade on New Year's Day for the 4th consecutive year.*

RANCHO CUCAMONGA, CA, UNITED STATES, December 28, 2018 /EINPresswire.com/ -- The 130th Pasadena Tournament of Roses® promises to be as spectacular and colorful as always. This year's theme, "The Melody of Life," celebrates music, the universal language. More than 700,000 people are expected to attend the Rose Parade® and millions more worldwide will enjoy the iconic event on TV.



Giti Tire is sponsoring the Rose Parade to promote the brand to American consumers

[Giti Tire](#) will serve as the Official Tire Sponsor of the Rose Parade® and Presenting Sponsor of Decorating Places on Jan. 1 for the 4th consecutive year. The Giti-sponsored Decorating Places area is where volunteers will decorate floats with flowers and visitors experience the final stages of float preparation.

Parade attendees will have the opportunity to spin a prize wheel and participate in a football toss game at the Giti Tire booth at the Decorating Places from December 28 through December 30 and at the Post Parade on January 1 and 2.

As a bonus, booth visitors will have a chance to win one of the grand prizes like football tickets, \$500 gift certificate and Apple watch. To qualify for the grand prizes, participants must answer some questions, show off and share a video of their end-zone celebratory dance on social media using the #GitiTireRoseParade hashtag.

"This event continues to be a great way for us to introduce the Giti name to American consumers, especially as our [plant in South Carolina](#) ramps up production for the North American market," said Tim Fulton, CEO of Giti Tire North America. "Our booth this year should create a lot of excitement and social media buzz. We're particularly looking forward to our end zone dance competition."

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 marketing and sales distribution company for North America. It markets and distributes Giti, [GT Radial](#), Primewell and Dextero branded 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](http://www.giti.com).

#### About the Pasadena Tournament of Roses®

The Tournament of Roses is a volunteer organization that hosts America's New Year Celebration® with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Northwestern Mutual and a variety of accompanying events. 935 volunteer members of the association will drive the success of 130th Rose Parade themed "The Melody of Life," on Tuesday, January 1, 2019, followed by the 105th Rose Bowl Game. For more information, visit [www.tournamentofroses.com](http://www.tournamentofroses.com). Like us on Facebook and follow us on Twitter, Instagram and YouTube.

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