THE NORTH AMERICAN TIRE & RETREAD EXPO WAS A SUCCESS!

New Orleans, Louisiana

The 2015 NORTH AMERICAN TIRE & RETREAD EXPO was held at the Ernest N. Morial Convention Center in New Orleans April 15-17, 2015. The EXPO featured 112 tire, tire retread, and tire equipment and repair companies and 1,041 registered visitors in attendance.


“The show was marvelous! We will definitely be coming back next year.” said exhibitor and third place winner at the MISS RETREAD TRUCK TIRE CONTEST Techno Pneu, Inc. of Quebec, Canada.

“To state that I was pleased with the EXPO would be a gross understatement. I have not had such a good time at a tire & retread conference since the old ARA shows at Louisville.” Harvey Brodsky, Managing Director, Retread Tire Association

“I thought the show was terrific. It’s great to see a viable trade show for the retreading industry in North America once again.” David Wilson, Retreading Business Ltd.

“We had a great show and managed to make very high quality connections. We plan to participate and grow with the show next year.” Don Rizzi, Marangoni S.p.A. (Marangoni Tread North America)

“I just wanted to write you a quick note to thank you again for your hard work in getting the show arranged in New Orleans. Don and I agree that the show was fantastic in all aspects!” From exhibitor Kyle Fernandez, Black Magic Staples (Utility Composites, Inc.) of Austin, Texas.
“As this was the first year for the show I was not sure what to expect. I was pleased overall with the show. The attendance was good, not great, but the visitors were quality companies which resulted in some very good prospects and some immediate returns for business. And after all, that is why we are there. We plan on returning as an exhibitor for the 2016 show as I am sure it will continue to evolve. It is good to see a forum dedicated to the tire and retread segment of our industry.” Jeff L. Young, Vice President, OTR and Retread Products, Rema Tip Top North America, Inc.

The EXPO hosted several events – including an Inaugural Party for all visitors and exhibitors at the House of Blues the first night. Training Sessions were held throughout the day from Shamrock Marketing, Inc., Central Marketing, Inc., B&J Rocket America, Inc., Matteuzzi s.r.l., and Tech International, LLC.

Three-time Indy winner race car driver Helio Castroneves made a guest appearance at the Firestone Racing Tires Booth and signed autographs and took photos with guests.

Conferences were held on the second day, featuring six speakers from the tire industry. Conference sponsor Triangle Tyre Co., Ltd.’s Mr. Sun Shumin, Executive President, awarded raffle winner Mr. Joe Casebere of Rema Tip Top North America, Inc. an Apple © Mini iPad.

At the NORTH AMERICAN TIRE & RETREAD EXPO we finally have our own TIRE & RETREAD EXPO, a place where we can all TALK TIRES AND ONLY TIRES. For updates on this year’s show and to be on the mailing list for the 2016 edition please visit www.usatireexpo.com.
PRESS RELEASE: Spanish company Industrias Del Neumaticos S.A.U. wins first places at the 2015 MISS RETREAD TRUCK TIRE CONTEST at the NORTH AMERICAN TIRE & RETREAD EXPO

New Orleans, April 2015

*Tire Business photo by Dave Zielasko Pedro Antonio Perez Sanchez, left, and Salvador Perez Lucena of Industrias Del Neumaticos S.A.U. with their winning entry in the Miss Retread Beauty Contest, held at the recent North American Tire & Retread Expo in New Orleans.*

Industrias Del Neumaticos S.A.U. of Alicante, Spain, won first place at the first annual MISS RETREAD TRUCK TIRE CONTEST at the MISS RETREAD TRUCK TIRE CONTEST held during the NORTH AMERICAN TIRE & RETREAD EXPO in New Orleans April 16, 2015.

The winning company was awarded $5,000 along with a trophy. 22 retread tires were entered in the contest.

The winning retread was a Hankook casing size 345/65R22.5 and Alphatread, LLC. RTH-22 tread. Salvador Perez Lucena, international sales manager, and Pedro Antonio Perez Sanchez, sales department were present to accept the award.

Second place was awarded $2,500 and went to Allied Oil & Tire, Co. (of Michelin Retread Technologies) of Omaha, Neb., with a Michelin North America, Inc. casing size 445/50R 22.5 Custom Mold XTA.
Third place won $1,000, the winner was Centre Techno Pneu, Inc. (associated with Borrachas Vipal S/A.), of Rimouski, Quebec, exhibitors at the expo, with a Continental Tire the Americas, LLC. casing size 11 R 22.5, and a Vipal Rubber Corporation, VT 180 tread.

Judges were David Stevens, managing director of the Tire Retread & Information Bureau; Federico Schmidt, commercial manager, Vipal Rubber Corp.; and Ron Mohler, commercial development manager, Elgi Rubber Co. L.L.C.

The NORTH AMERICAN TIRE & RETREAD EXPO was held April 15-17, 2015 in New Orleans and featured over 110 + tire and tire retread companies. For more show information please visit www.usatireexpo.com

---

**POST-SHOW INFORMATION FROM EXHIBITORS AND VISITORS**

Do you think that a Tire & Retread Tire (stand-alone) show is important for our industry? 92% of those surveyed answered YES

Did you have a positive business experience at the show? 77% of those surveyed said YES

Would you consider the NORTH AMERICAN TIRE & RETREAD EXPO a great way meet and connect with new companies, manufacturers, and distributors? 84% of those surveyed answered YES

Are you interested in participating once again as an exhibitor in the 2016 North American Tire & Retread Expo? 71% of exhibitors surveyed said YES.

Do you plan on attending the next expo in 2016? 87% of Visitors surveyed said YES.

Was the Ernest N. Morial Convention Center in New Orleans in a location that you found "easy to access" without transportation stress? 96% said YES.

83% of those surveyed consider the City of New Orleans a GREAT city to host the show.
TYPES OF TIRES PARTICIPANTS WERE INTERESTED IN

Agricultural Tires 14%
Auto Tires 24%
Casings 9%
Consumables 8%
Motorcycles 5%
Computer Technology 4%


COUNTRIES REPRESENTED FROM THE EXHIBITORS AND VISITORS

Argentina
Australia
Bahamas (Caribbean)
Brazil (South America)
Burkina Faso (West Africa)
Canada (North America)
Chile (South America)
China (Asia)
Colombia (South America)
Costa Rica (South America)
Czech Republic (Europe)
Dominica (Caribbean)
Dominican Republic (Caribbean)
Ecuador (South America)
El Salvador (South America)
Ethiopia (Africa)
Finland (Europe)
Germany (Europe)
Grenada (Caribbean)
Guatemala (South America)
Haiti (Caribbean)
Honduras (South America)
India (Asia)
Ireland (Europe)
Israel (Asia)
Italy (Europe)
Jamaica (Caribbean)
Japan (Asia)
Korea (Asia)
Lebanon (Asia)
Malaysia (Asia)
Mexico (South America)
Mongolia (Asia)
Netherlands (Europe)
Nicaragua (South America)
Nigeria (Africa)
Oman (Asia)
Pakistan (Asia)
Palau
Panama (South America)
Peru (South America)
Poland (Europe)
Portugal (Europe)
Puerto Rico (North America)
Singapore (Asia)
South Africa
South Korea (Asia)
Spain (Europe)
Sri Lanka (Asia)
Suriname (South America)
Sweden (Europe)
Thailand (Asia)
Trinidad and Tobago (Caribbean)
United Arab Emirates (Asia)
United Kingdom (Europe)
United States
Uruguay (South America)
Venezuela (South America)
Vietnam (Asia)
For information on the

NORTH AMERICAN TIRE & RETREAD EXPO

NORTH AMERICAN TIRE & RETREAD EXPO 2016
at the Ernest N. Morial Convention Center
in New Orleans, Louisiana

To register as an EXHIBITOR or VISITOR
contact nathalia@usatireexpo.com or call 786-293-5186.

We look forward to seeing you next year!