BULKY DOCUMENTS

W/ Exhibits

(Exceeds 300 pages)

Proceeding/Serial No: 91163791

Filed: 07-03-2008

Title: Testimonial Deposition Transcript of Richell Bennett; with Exhibits

Part 2 of 2

Document contains 6 cd's; 5 marked "Exhibit 8A-E", and 1 "Exhibit 33".

Processed by Duane Foster

BIG O TIRES®

2005

APPAREL AND P.O.S. CATALOG

Advertising

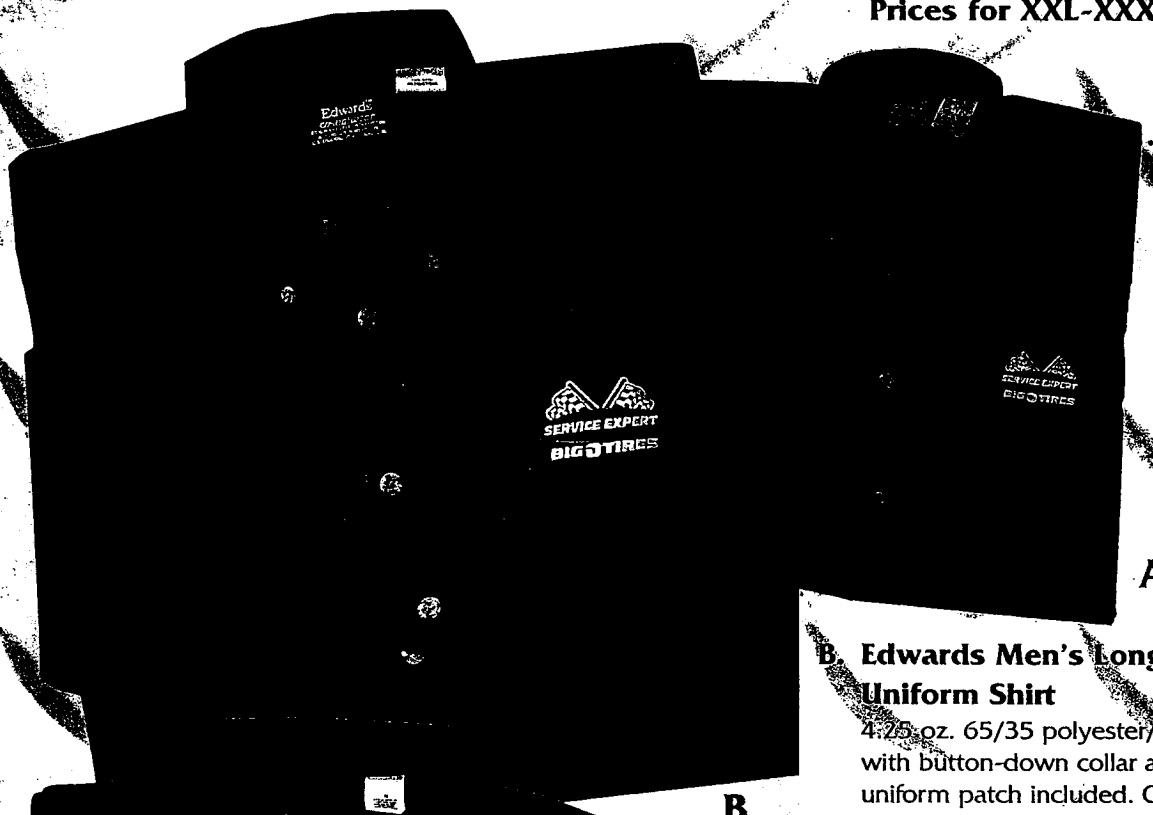
1-800-TEL-BIGO

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
tabbies
7D
6-5-08 MK

BIG O 01109

Prices for XXL-XXXXL may be slightly higher.

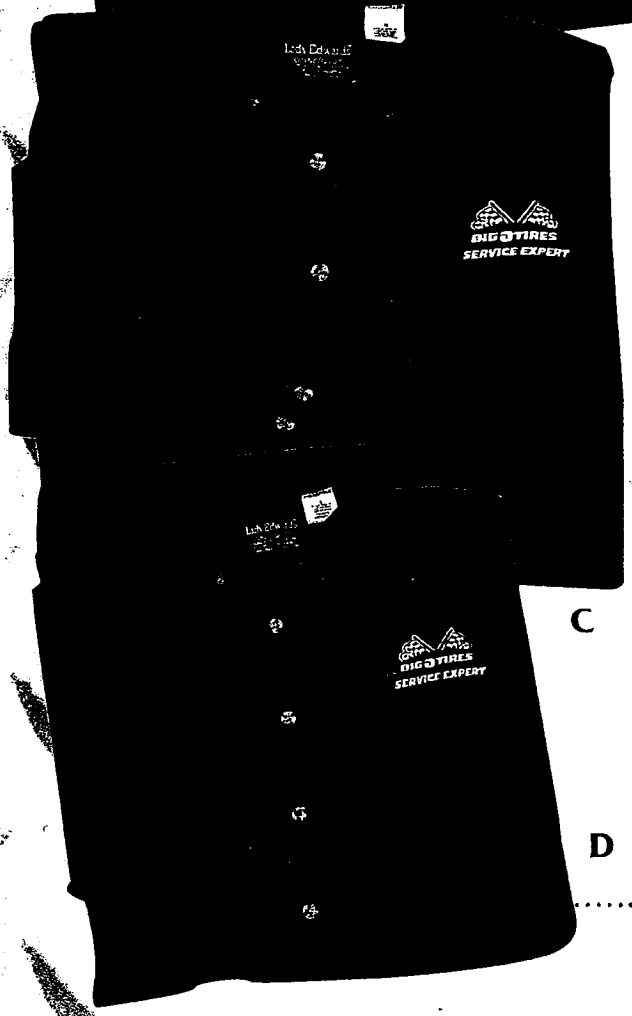


A

A. Edwards Men's Short Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/cotton poplin short sleeve shirt with button-down collar and placket. Embroidered uniform patch included
Color: Red • Sizes: S - 4XL • #3050 • $22.50

B. Edwards Men's Long Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red • Sizes: S - 4XL #3080 • $24.50

B



C. Edwards Women's Long Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red • Sizes: S - 2XL • #3085 • $24.50

C

D. Edwards Women's Short Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red • Sizes: S - 2XL • #3085 • $24.50

E. Black Racing Cap
Five panel cap with adjustable back. One size fits all.
#004-4105 • $4.00

F. Flame Racing Cap
Structured 6-panel pro-style cap. One size fits all. #004-2430 $10.95

D

E

F

TO PLACE YOUR ORDER CALL TOLL-FREE 1-800-835-2446

BIG O 01110

G

H

I

G. Big O Mock Turtleneck
100% cotton, long-sleeve mock turtleneck. Constructed of heavy-weight jersey fabric, pre-shrunk, rib-knit cuffs, double needle hem and neck.
Color: Black • Sizes: M - 3XL
#0247 • $16.95

H. Uniform Windshirt
This sporty windshirt is constructed with a solid waistband and a striped collar and cuffs for added flair. Has flannel lining for added warmth.
Color: Black/Red • Part# 0062 • Sizes: S-4XL • Price $24.95

I. Work Jacket
Quilted supplex work jacket with water-resistant outer shell. Elastic cuffs, waist and neck trim. Color: Black • Sizes: S - 4XL • #1565 • Price: $34.95

J. Salesman Jacket
Nylon shell. Body lined with heather grey jersey. Slight dropped tail, back open vent, and reflective zipper pulls. Color: Black/Scarlet
Sizes: S – 3XL • #9043 • $49.95

K. Embroidered Big O Tires Footprint Cap
Pro-Style black twill cap with red accents. Two-tone decorative bill. Embroidered on crown and bill. Cap features a fab tab closure. One size fits all. #004-2420 • $10.25

L. Poly Mesh Racing Cap
Adjustable back. One size fits all.
Colors: Black #004-303B • $2.50

M. Puff Logo Uniform Cap
Six panel mid-profile brushed cotton. Logo in puff embroidery for 3-D look. Velcro closure in back.
Part#: 004-2490 • Color: Black/Red • Price: $9.95

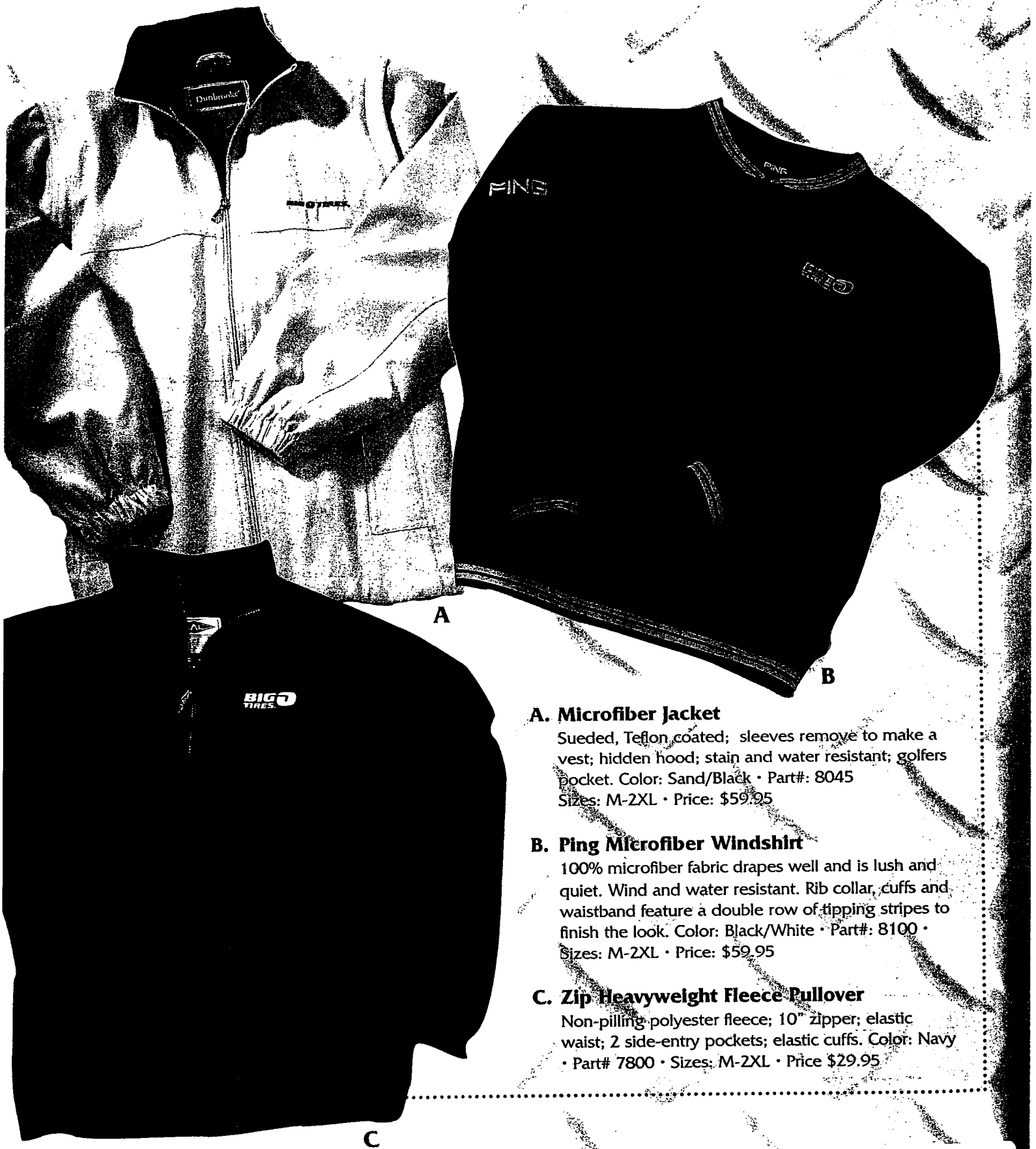
N. Two-Tone Racing Cap
Adjustable back. One size fits all.
#004-4325 • $4.00

O. Knit Stocking Cap
100% heavyweight acrylic knit.
One size fits all. #Z460 • $7.50

J

K L M N O

BIG O 01111



A

B

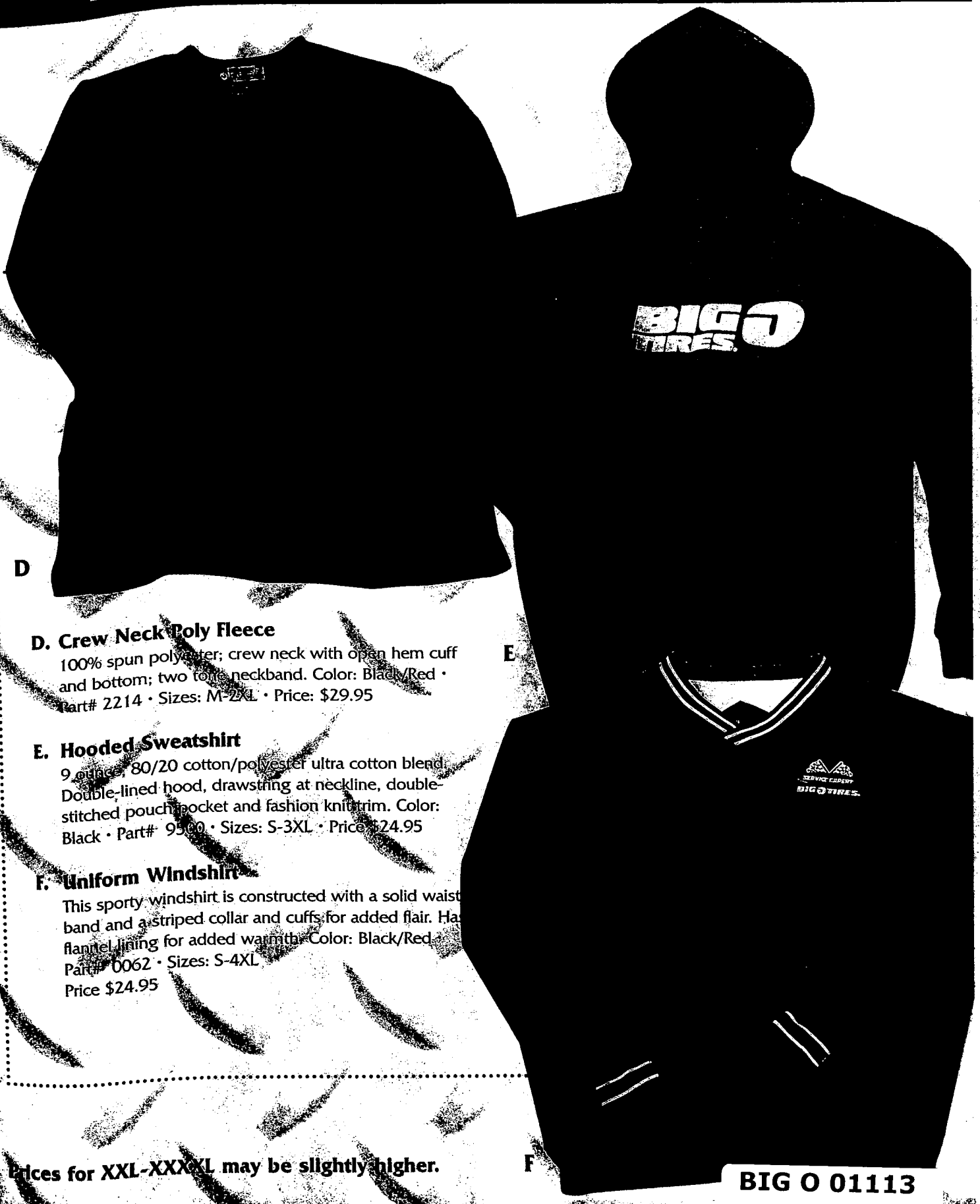
C

A. Microfiber Jacket
Sueded, Teflon coated; sleeves remove to make a vest; hidden hood; stain and water resistant; golfers pocket. Color: Sand/Black • Part#: 8045
Sizes: M-2XL • Price: $59.95

B. Ping Microfiber Windshirt
100% microfiber fabric drapes well and is lush and quiet. Wind and water resistant. Rib collar, cuffs and waistband feature a double row of tipping stripes to finish the look. Color: Black/White • Part#: 8100 • Sizes: M-2XL • Price: $59.95

C. Zip Heavyweight Fleece Pullover
Non-pilling polyester fleece; 10" zipper; elastic waist; 2 side-entry pockets; elastic cuffs. Color: Navy • Part# 7800 • Sizes: M-2XL • Price $29.95

BIG O 01112



D

D. Crew Neck Poly Fleece
100% spun polyester; crew neck with open hem cuff and bottom; two tone neckband. Color: Black/Red • Part# 2214 • Sizes: M-2XL • Price: $29.95

E

E. Hooded Sweatshirt
9 ounce, 80/20 cotton/polyester ultra cotton blend. Double-lined hood, drawstring at neckline, double-stitched pouch pocket and fashion knit trim. Color: Black • Part# 9500 • Sizes: S-3XL • Price $24.95

F. Uniform Windshirt
This sporty windshirt is constructed with a solid waist band and a striped collar and cuffs for added flair. Ha flannel lining for added warmth. Color: Black/Red • Part# 0062 • Sizes: S-4XL
Price $24.95

F

Prices for XXL-XXXXL may be slightly higher.

BIG O 01113

Prices for XXL-XXXXL may be slightly higher.

A. Navy Pique Polo
Contoured welt collar and cuffs; 3-button placket; woodtone buttons; double-needle stitching throughout. Color: Navy/Sand/White
Part#: 0370 • Sizes: S-3XL • Price: $17.95

B. Pique Knit Sport
Sport shirt with contrast shoulder panel; hemmed sleeves; metal buttons. Color: Navy/White • Part# 0041 • Sizes M-2XL
Price $22.95

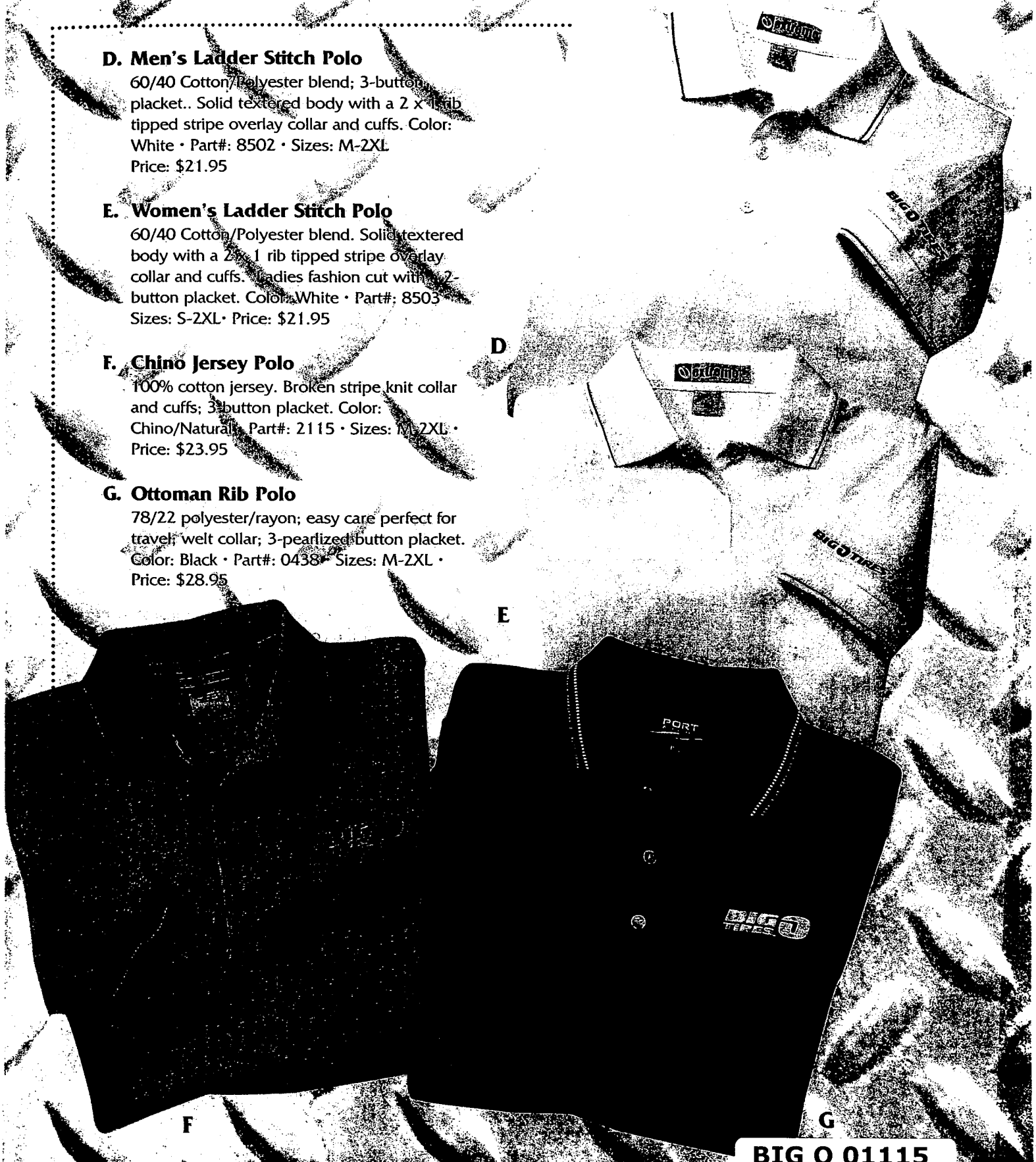
C. Jersey Knits Sport
100% cotton; soft knit collar and welt cuffs; wood tone buttons; double needle stitching throughout. Colors: Ash and Black
Part#: 1220-A (Ash) or 1220-B (Black)
Sizes: S-3XL • Price: $17.95

D. Men's Ladder Stitch Polo
60/40 Cotton/Polyester blend; 3-button placket.. Solid textered body with a 2 x 1 rib tipped stripe overlay collar and cuffs. Color: White • Part#: 8502 • Sizes: M-2XL Price: $21.95

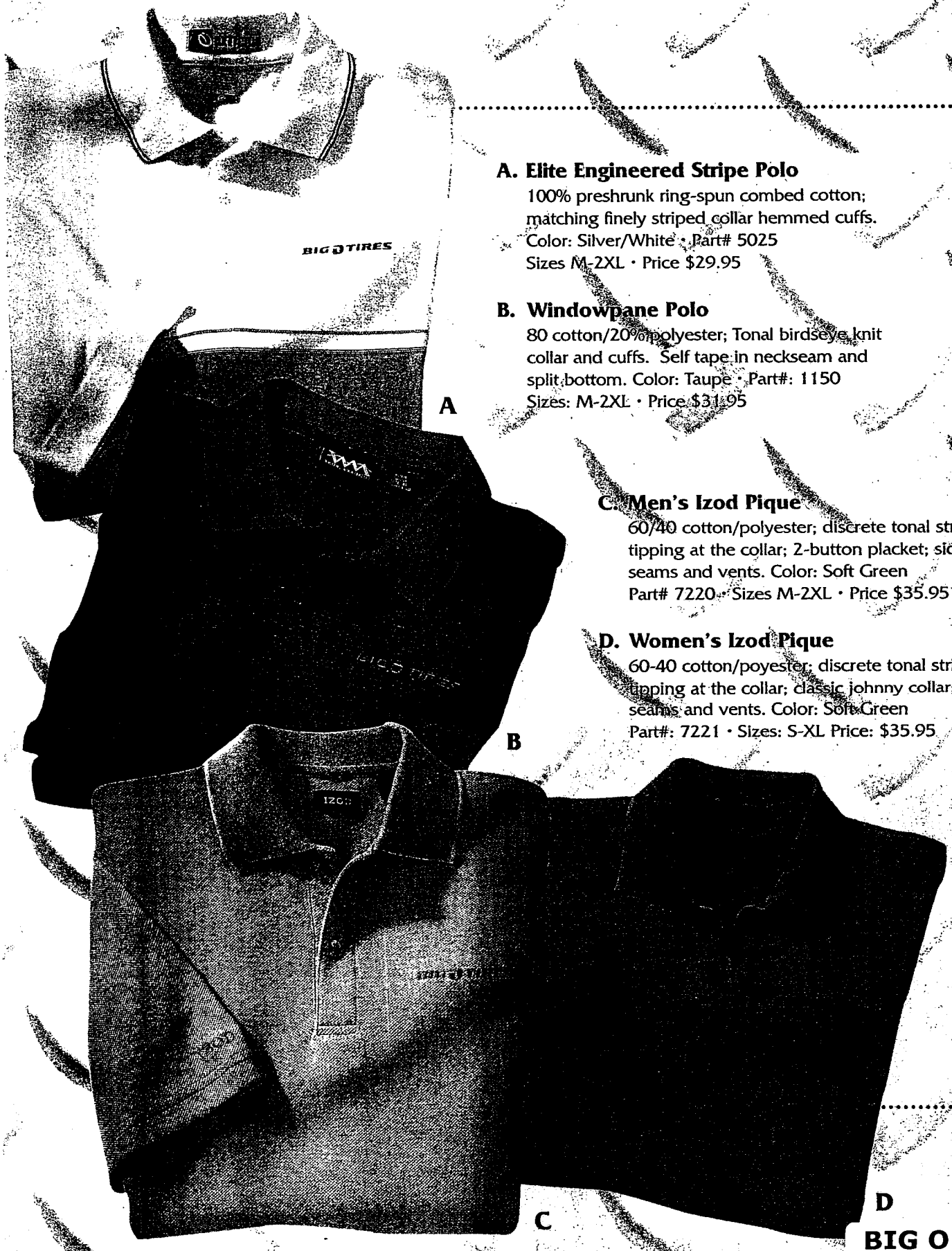
E. Women's Ladder Stitch Polo
60/40 Cotton/Polyester blend. Solid textered body with a 2 x 1 rib tipped stripe overlay collar and cuffs. Ladies fashion cut with 2-button placket. Color: White • Part#: 8503 Sizes: S-2XL• Price: $21.95

F. Chino Jersey Polo
100% cotton jersey. Broken stripe knit collar and cuffs; 3-button placket. Color: Chino/Natural • Part#: 2115 • Sizes: M-2XL • Price: $23.95

G. Ottoman Rib Polo
78/22 polyester/rayon; easy care perfect for travel; welt collar; 3-pearlized button placket. Color: Black • Part#: 0438 • Sizes: M-2XL • Price: $28.95



BIG O 01115



A. Elite Engineered Stripe Polo
100% preshrunk ring-spun combed cotton; matching finely striped collar hemmed cuffs.
Color: Silver/White · Part# 5025
Sizes M-2XL · Price $29.95

B. Windowpane Polo
80 cotton/20% polyester; Tonal birdseye knit collar and cuffs. Self tape in neckseam and split bottom. Color: Taupe · Part#: 1150
Sizes: M-2XL · Price $31.95

C. Men's Izod Pique
60/40 cotton/polyester; discrete tonal stripe tipping at the collar; 2-button placket; side-seams and vents. Color: Soft Green
Part# 7220 · Sizes M-2XL · Price $35.95

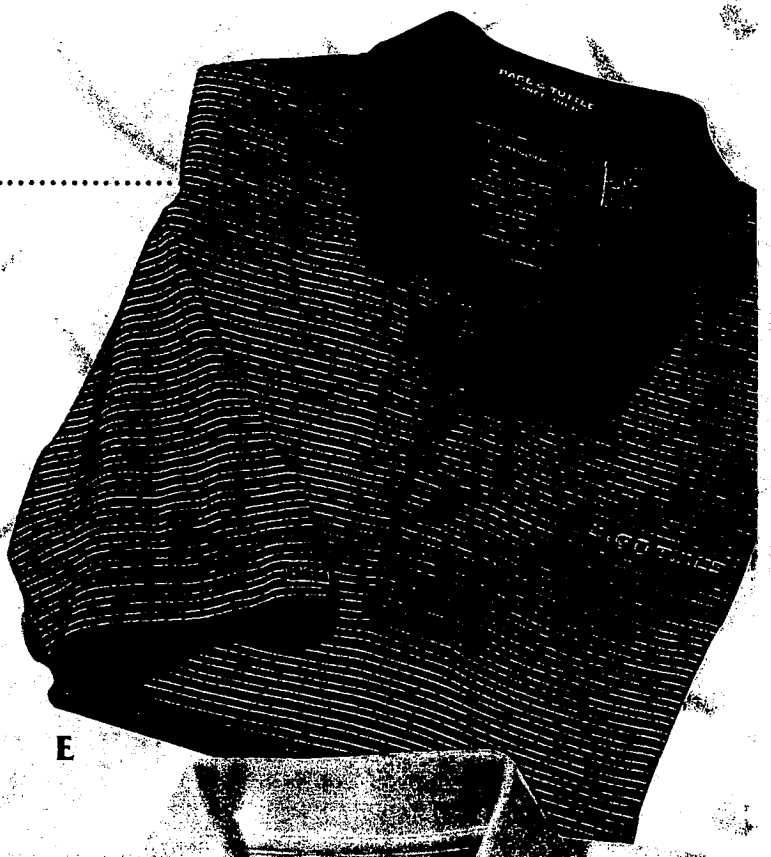
D. Women's Izod Pique
60-40 cotton/poyester; discrete tonal stripe tipping at the collar; classic johnny collar; side seams and vents. Color: Soft Green
Part#: 7221 · Sizes: S-XL Price: $35.95

BIG O 01116

E. Mercerized Polo
Two plys of extra fine yarns twisted together and mercer removing all of the tiny fuzz creating a beautiful sheen. Color: Carbon
Part# 3640 • Sizes: M-2XL • Price: $49.95

F. Ping Dry-Fiber Knit Polo
60/40 Dry-Fiber fabric with a wicking finish, welted collar and cuffs, pearl logo buttons and double needle bottom hem with side vents. Color: Glacier • Part#: 0330
Sizes: M-2XL • Price: $47.95

G. Long-sleeve Twill
100% brushed cotton twill; garment washed for a subtle broken-in ease; button collar; 8-button placket. Color: Burgundy
Part#: 0303 • Sizes: M-2XL • Price: $32.95



E

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BIG O 01117

Prices for XXL-XXXXL may be slightly higher.

A

A. Balboa Ringer T-shirt.
50% cotton/50% polyster jersey. Athletic fit; contrasting neck and sleeve and trim. Color: Grey Heather • Part#: 0114 • Sizes: M-2XL
Price: $14.50

B. Men's Raglan T-shirt.
100% rugged cotton jersey. Athletic fit, hemmed sleeve and bottom hem, contrasting stitching. Color: White/Claret • Part#: 0115 • Sizes: M-2XL
Price: $14.50

C. Women's Raglan T-shirt.
100% fine cotton jersey. Contrasting stitching. Gently washed for added softness to reduce shrinkage and maintain shape. Intended to wear small. Color: White/Claret • Part#: 0116
Sizes: S-XL • Price: $11.95

B

C

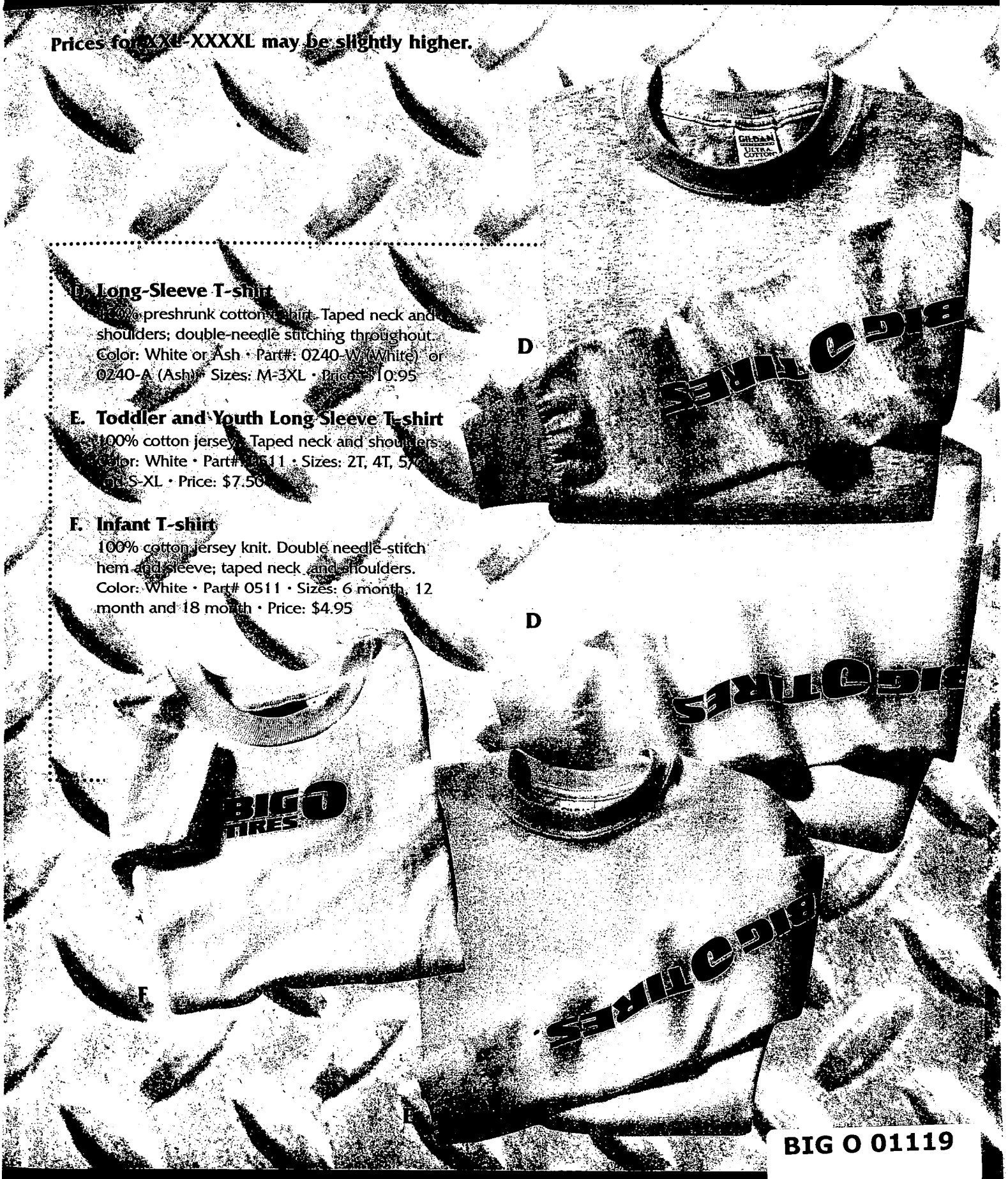
BIG O 01118

Prices for XXL-XXXXL may be slightly higher.

D. Long-Sleeve T-shirt
100% preshrunk cotton T-shirt. Taped neck and shoulders; double-needle stitching throughout. Color: White or Ash • Part#: 0240-W (White) or 0240-A (Ash) • Sizes: M-3XL • Price: $10.95

E. Toddler and Youth Long Sleeve T-shirt
100% cotton jersey. Taped neck and shoulders. Color: White • Part#: 0511 • Sizes: 2T, 4T, 5/6, S-XL • Price: $7.50

F. Infant T-shirt
100% cotton jersey knit. Double needle-stitch hem and sleeve; taped neck and shoulders. Color: White • Part# 0511 • Sizes: 6 month, 12 month and 18 month • Price: $4.95

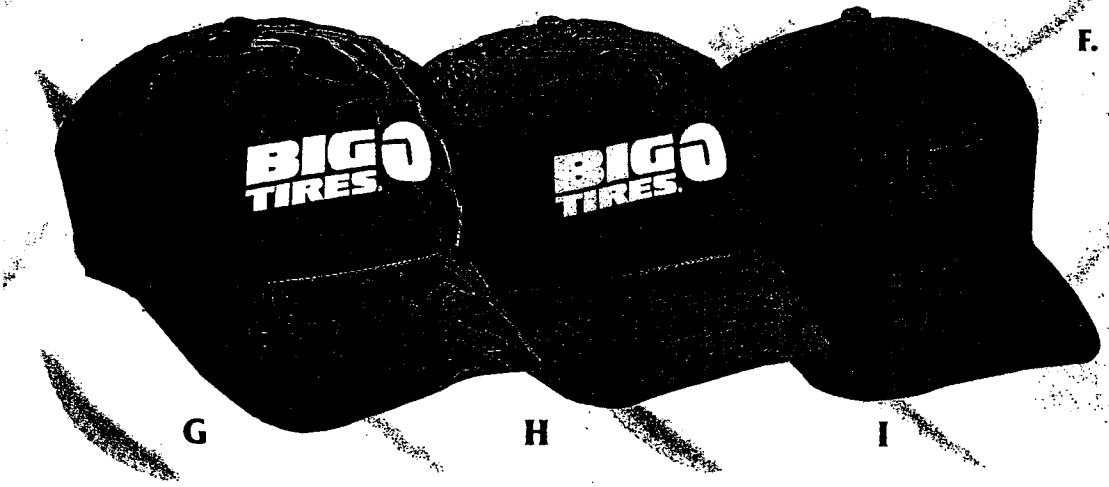


BIG O 01119

BIG O TIRES®

A B C

D E F



G H I

A. Established Cap
Structured mid-profile brushed cotton. Contrasting color trim on the visor. Fabric strap in the back.
Part#: 004-2680 • Color: Navy
Price: $9.95

B. Established Cap
Structured mid-profile brushed cotton. Contrasting color trim on the visor. Fabric strap in the back.
Part#: 004-2700 • Color: Grey
Price: $9.95

C. Established Cap
Structured mid-profile brushed cotton. Contrasting color trim on the visor. Fabric strap in the back.
Part#: 004-2690 • Color: Red
Price: $9.95

D. Vintage Cap
Vintage wash gives the cap a more stylish, lived-in look that enhances it wear. Unstructured, low profile and velcro closure. Part#: 004-2670
Color Brown • Price $9.95

E. Vintage Cap
Vintage wash gives the cap a more stylish, lived-in look that enhances it wear. Unstructured, low profile and velcro closure. Part#: 004-2650 • Color: Burgundy • Price: $9.95

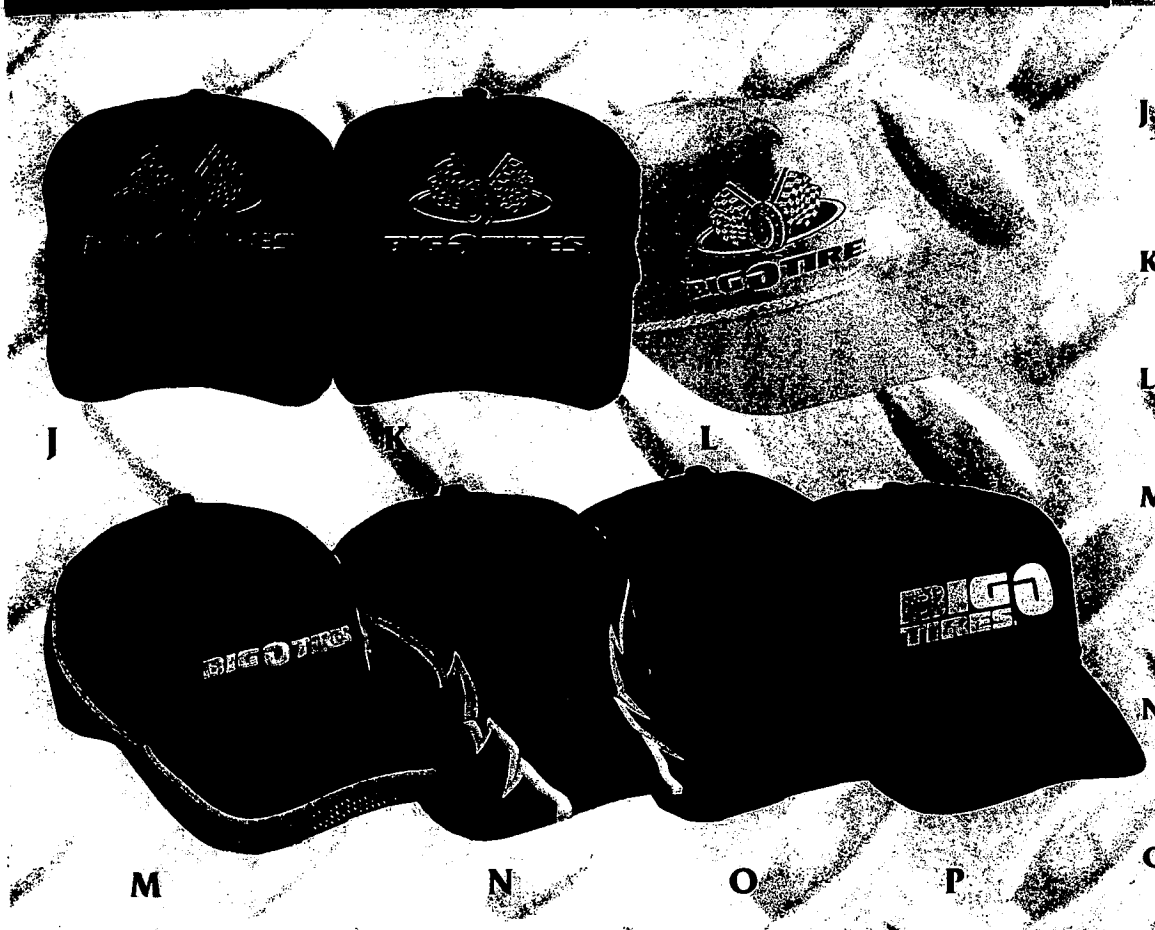
F. Vintage Cap
Vintage wash gives the cap a more stylish, lived-in look that enhances it wear. Unstructured, low profile and velcro closure. Part#: 004-2660 • Color: Black • Price: $9.95

G. Orange Camouflage Cap
Seasonal availability only. (Sept. - Nov.) Part#: 004-9229 • Price: $3.75

H. Green Camouflage Cap
Seasonal availability only. (Sept. - Nov.) Part#: 004-3690 • Price: $3.75

I. Solid Orange Hunting Cap
Seasonal availability only. (Sept. - Nov.) Part#: 004-4868 • Price: $3.75

BIG O 01120



J. Black Racing Cap
Five panel cap with adjustable back. One size fits all.
#004-4105 • $4.00

K. Two-Tone Racing Cap
Adjustable back. One size fits all.
#004-4325 • $4.00

L. White Poplin Cap
Adjustable back. One size fits all.
#004-401P • $2.50

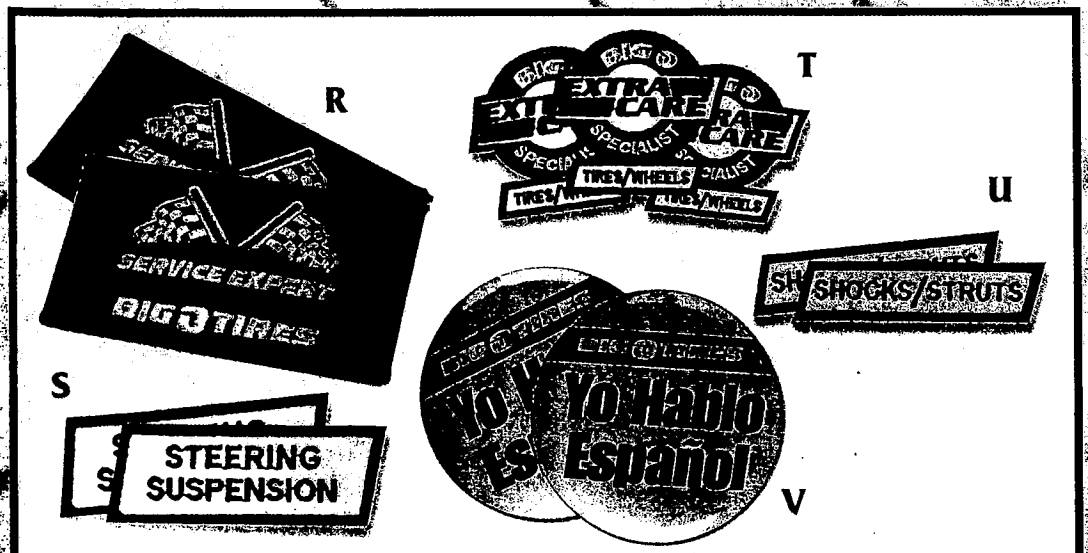
M. Puff Logo Uniform Cap
Six panel mid-profile brushed cotton. Logo in puff embroidery for 3-D look. Velcro closure in back. Part# 004-2490
Color: Black/Red • Price: $9.95

N. Flame Racing Cap
Structured 6-panel pro-style cap. One size fits all. #004-2430
$10.95

O. Embroidered Big O Tires Footprint Cap
Pro-Style black twill cap with red accents. Two-tone decorative bill. Embroidered on crown and bill. Cap features a fab tab closure. One size fits all. #004-2420
$10.25

P. Poly Mesh Racing Cap
Adjustable back. One size fits all.
Colors: Black #004-303B • $2.50

Q. Knit Stocking Cap
100% heavyweight acrylic knit. One size fits all. Part #004-2460
$7.50



R. Big O Uniform Patch
#011-0080 • $.65 ea.

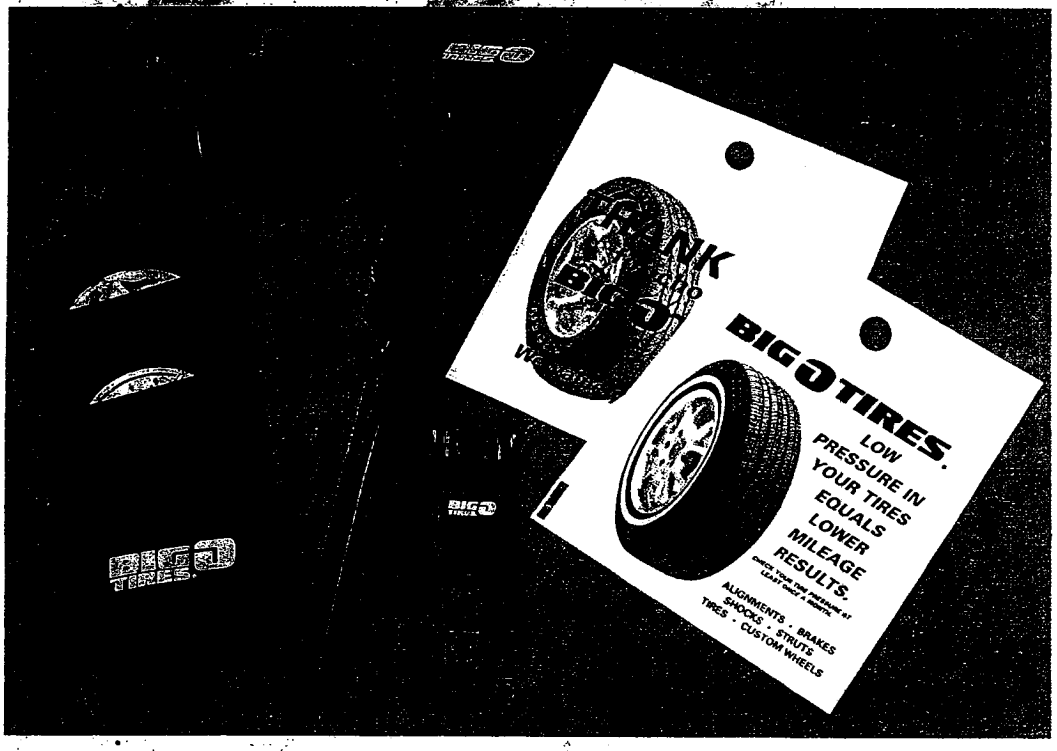
S. Steering/ Suspension Patch
#011-0065 • $.36 ea.

T. Tires/Wheels Extra Care Patch
#011-0060 • $1.29 ea.

U. Shock/Strut Patch
#011-0066 • $.36 ea.

V. Yo Espanol Button
Part# 011-0082
Price $.55

BIG O 01121



A. CD Visor Holder
Hold 10 cds. Velcros to visor of vehical Part#: 030-0004 · Price: $2.35

B. Funnel
Part#: 030-0005 · Price: $1.05

C. Ice Scraper with Brush
Part#: 013-AA61 · Price: $3.95

D. 7" Ice Scraper
Part#: 013-0107 · Price: $1.30

E. Litterbags
1000 per box
Part#: 000-S003 · Price: $62.90

F

F. Utility Tool Pouch
Includes: chalk, pen, air gauge, tread depth gauge and valve stem remover. Part# PRO PACK · Price $11.95

G. Jelly Cell Mate
Used to hold cell phones, glasses and other accessories on the dash board of vehicle.
Part#: 030-0003 · Price: $3.75

H. First Aid Kit
Part#: 030-0004 · Price: $2.50

I. Visor Notebook
Clips to visor of vehicle. Includes Post-it pad
Part#: 030-0002 · Price: $2.25

J. Antenna Ball
Part#: 034-0011 · Price: $.72

K. Air Gauge
Measures 10-75 PSI
Part#: 007-5600 · Price: $1.99

BIG O 01122

K. Bottle Opener Key Chain
Part#: 011-600C · Price: $.72

L. Soft Plastic Key Fob
Part#: 011-AA60 · Price: $.51

M. Frisbees (7")
Part#: 035-0010 · Price: $1.10

N. Patriotic Pencil
Part#: 009-0010 · Price: $.37

O. Carabineer Key Chain (Two-piece)
Part#: 011-100c · Price: $1.82

P. Mint Dispenser
Part#: 001-MA30 · Price: $2.00

Q. Lollypop (50 per bag)
Part#: 001-MA20 · Price: $3.85

R. Bumper Stickers (200 per package)
Part#: 021-0010 · Price: $14.40

S. Clear Neon Pen
Part#: 009-0300 · Price: $.29

For Custom Ad Specialty Items Visit www.BigOTires.com/Extranet and click the O Advertising link!

T. Jr. Notebook (Includes Calculator)
Part#: 030-0400 · Price: $13.25

U. Tape Measure (10 Feet)
Part#: 001-3500 · Price: $2.20

V. Stress Ball
Part#: 001-7273 · Price: $2.50

W. Calculator
Part#: 001-3600 · Price: $1.90

X. Grip Pen
Part#: 009-0009 · Price: $.97

Y. Executive Pen/Pencil Set
Part#: 009-0005 · Price: $16.50

Z. Stackable Highlighter Set
Part#: 009-0008 · Price: $1.60

BIG O 01123

A. Stadium Cup - 16 oz.
Part#: 034-C165 · Price: $3.70

B. Cobalt Blue 20 oz. Coffee Mug
Part#: 034-0001 · Price: $4.50

C. Can Cooler
Modern design. Available in red or black. Part#: 034-0010 · Price: $1.40

D. 32 oz. Polycarbonate Bottle
With twist off cap. Measures in ounces and milliliters on back of bottle. Tough material for outdoor use.
Part#: 001-LBOC · Price: $6.95

E. Black Big O Tires Mug
Part#: 034-0001 · Price: $2.25

For Custom Ad Specialty Items Visit www.BigOTires.com/Extranet and click the O Advertising link!

F. Slim Wall Clock
12" Diameter Clock with flat surface frame, Quartz analog movement, one AA battery included. · $17.95 ea.

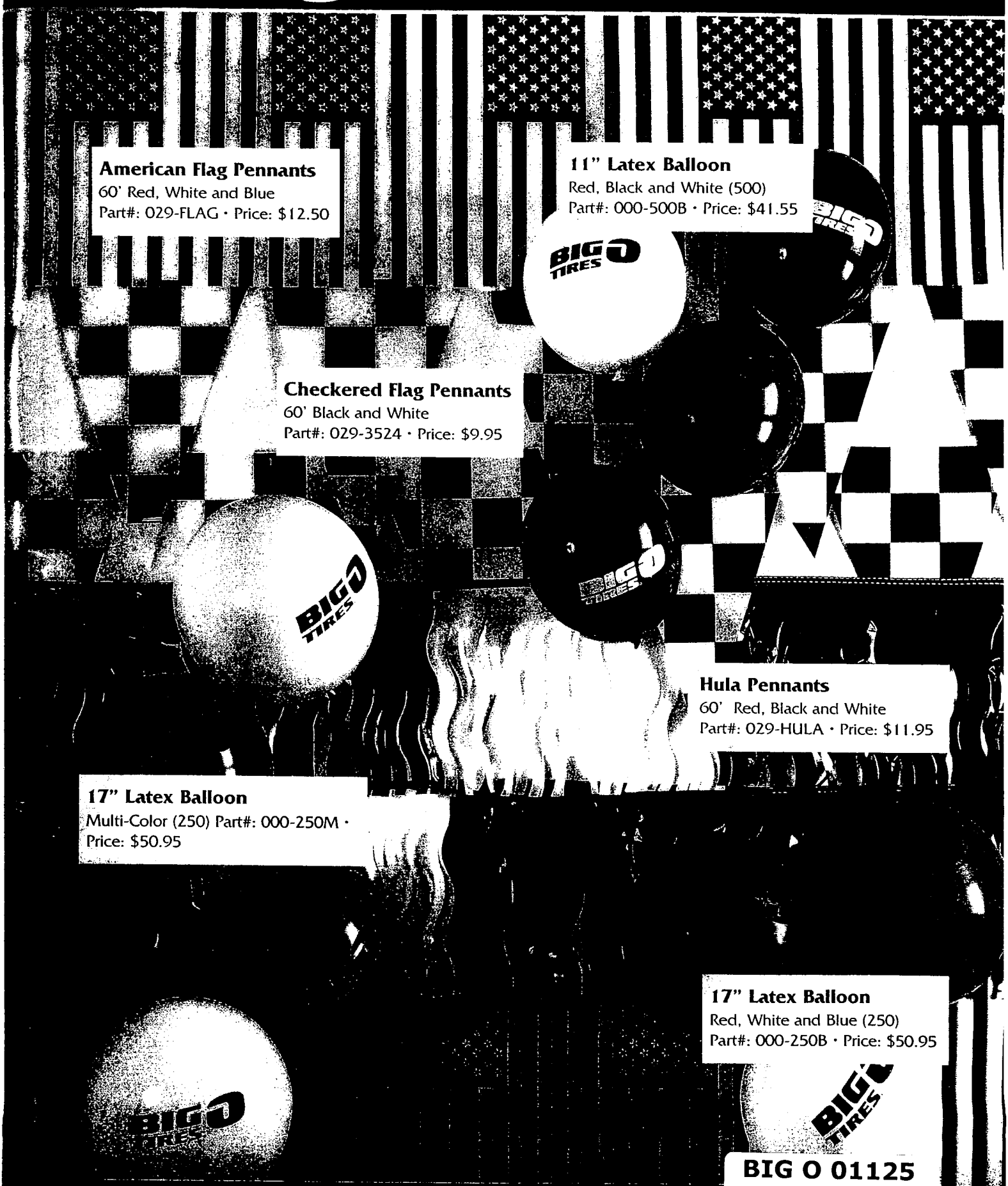
F

G

G. Black Golf Towel
Part#: 012-0004 · Price: $8.50

H. Black Golf Zipper Pouch
Includes golf tees, divot tool and marker. Part#: 012-0005
Price: $2.40

BIG O 01124



American Flag Pennants
60' Red, White and Blue
Part#: 029-FLAG · Price: $12.50

11" Latex Balloon
Red, Black and White (500)
Part#: 000-500B · Price: $41.55

Checkered Flag Pennants
60' Black and White
Part#: 029-3524 · Price: $9.95

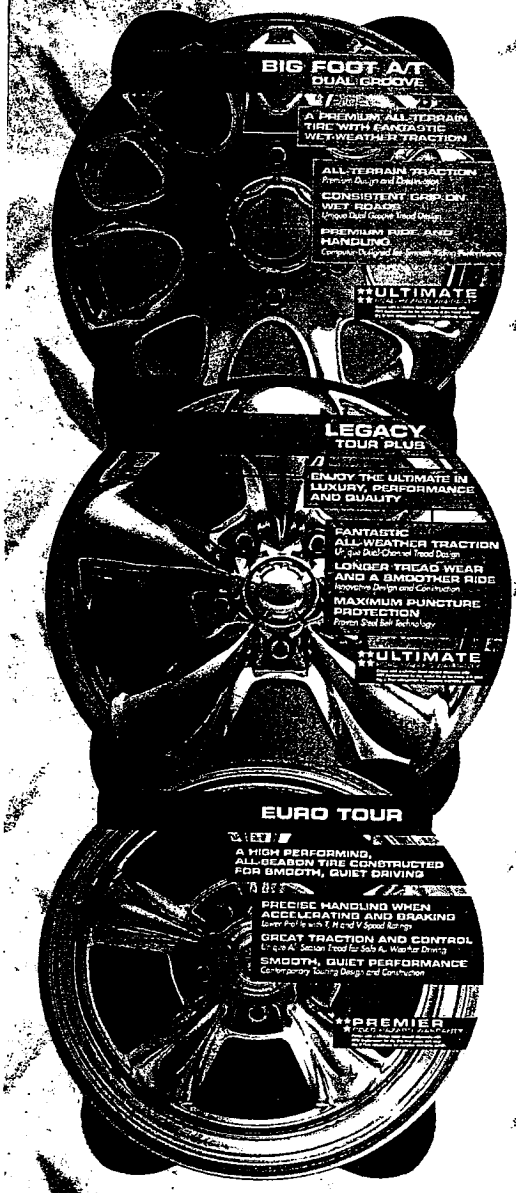
Hula Pennants
60' Red, Black and White
Part#: 029-HULA · Price: $11.95

17" Latex Balloon
Multi-Color (250) Part#: 000-250M ·
Price: $50.95

17" Latex Balloon
Red, White and Blue (250)
Part#: 000-250B · Price: $50.95

BIG O 01125

BIG O TIRES®



All tire centers are $10.95 (Except Vengeance, it is $25.95). The tire centers are available only in O Advertising.

Big Foot All Terrain
Aspen
Big Foot Duel Groove
Dunlop Performance
Euro Tour Passenger
Euro Tour Performance
Fulda Assuro
Fulda Extremo
Falken 502
Falken Light Truck
Falken Performance
BF Goodrich Light Truck
BF Goodrich Passenger
BF Goodrich Performance
Goodyear Light Truck
Goodyear Passenger
Goodyear Performance
Big Foot HT
Michelin Light Truck
Michelin Passenger
Michelin Performance
Big Foot MT
Pathmax RT
Radialmax
Big Foot Sport Touring
Sun Valley AT
SXP GT
Legacy Tour Plus
Vengeance
Yokohama Passenger
Yokohama Performance

Also available in generic format:
Passenger
Performance
Light Truck

NAME BRAND TIRES GUARANTEED LOW PRICES!

A. In-Store Special Tire Insert
These blank paper inserts are great for highlighting in-store product specials. Assorted neon colors.
#TC-NEON · $8.76 Pkg/20

B. Specialty Tire Centers
These bold interior signs call attention to featured messages. #TC · $4.07 ea.

Other Specialty Tire Inserts available: Instant Financing, Sale!, and As Advertised*

*Styrene backers sold separately. **All inserts are subject to change based on product line additions and/or deletions during the sales year.

TO PLACE YOUR ORDER CALL TOLL-FREE 1-800-835-2446

BIG O 01126

E. Used Tires
#TC-UT • $13.34

F. Now On Sale
#TC-NO • $13.34

G. Instant Financing
#TC-FI • $13.34

H. As Advertised
#TC-AA • $13.34

I. Performance Driven
#TC-PI • $13.34

J. Major Brands
#TC-MB • $13.34

K. Free Inspection
#TC-FI • $13.34

E

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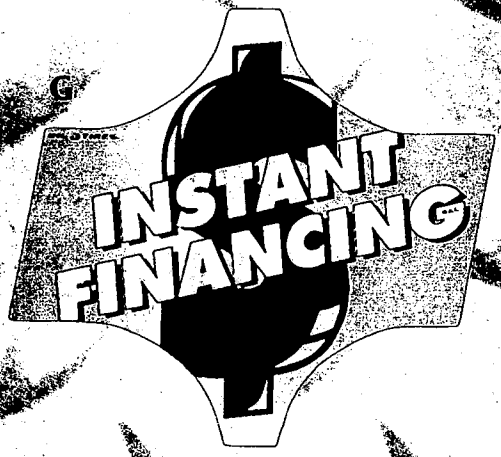

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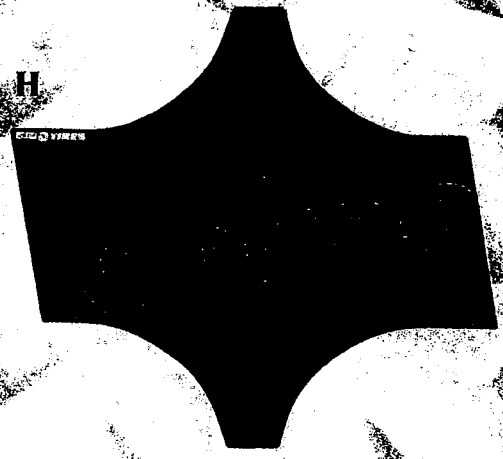

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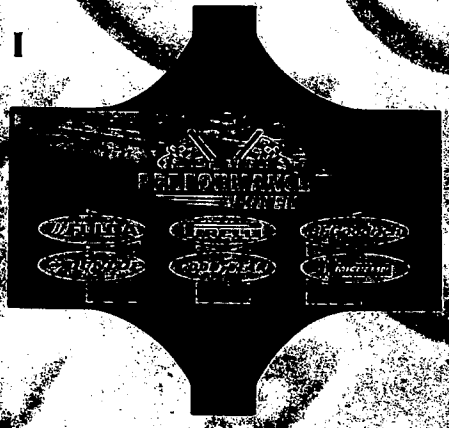


J

K

L. 'Sale' Tire Centers
#TC-Sale • $13.25

L

BIG O 01127

A

B

A. Performance Wheels
4' x 4' Poly
#007-0056 · $19.95

B. Cash For Trade-In
4' x 4' Poly w/grommets
#007-0042 · $19.95

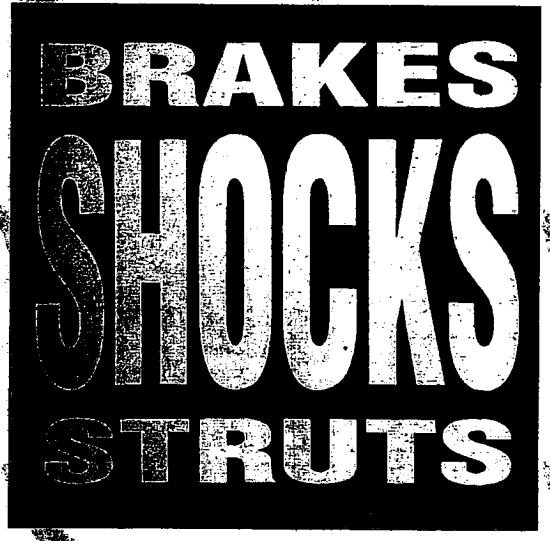
C

D

C. Use Your Credit Card
4' x 4' Tyvek
#007-0053 · $19.95

D. Used Tires
4' x 4' Poly w/grommets
#007-0043 · $19.95

E



F

E. Snow Tires, Chains
4' x 4' Poly
(Includes Grommets)
#007-0044 · $19.95

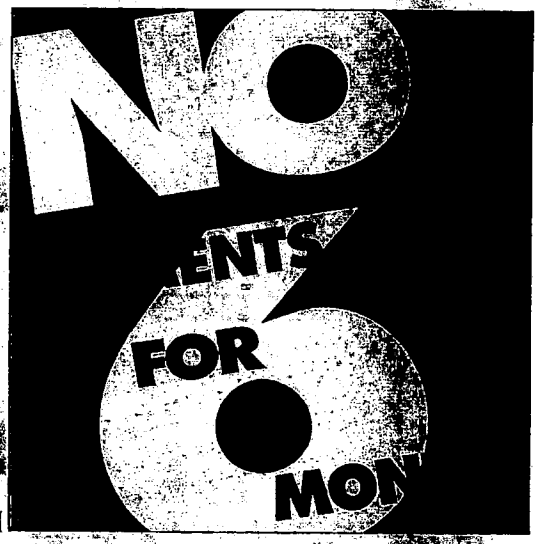
F. Brakes/Shocks/Struts
4' x 4' Poly w/grommets
#007-0052 · $19.95

BIG O 01128

G. Free Shuttle
4' x 4' Poly w/grommets
#007-0066 · $19.95

G

H. No Payments For 6 Months
4' x 4' Poly
#007-0054 · $19.95

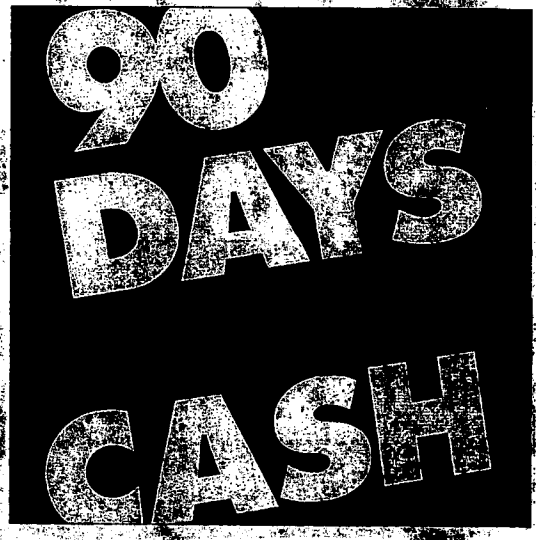


H

I. Grand Opening Sale
4' x 4' Poly w/grommets
#007-0045 · $19.95

I

J. 90 Days Same As Cash
4' x 4' Poly
#007-0055 · $19.95



J

K. Mechanic on Duty
4' x 4' Poly w/grommets
#007-0050 · $19.95

K

L. Sale
4' x 4' Poly w/grommets
#007-0041 · $19.95

L

For Custom Banners, Posters & Tags, Visit www.BigOTires.com/Extranet and click the O Advertising link!

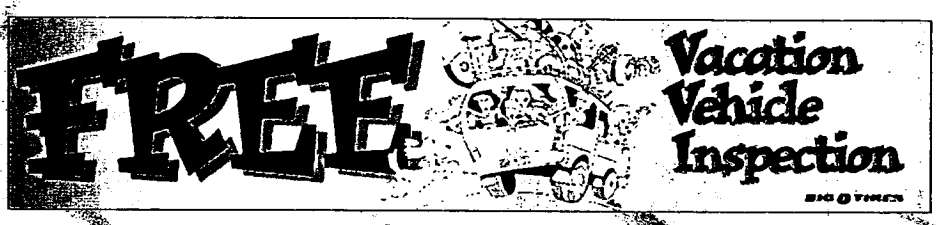
BIG O 01129

A

B

C

D



E

F

G

A. Service Done Right
4' x 4' Poly
#007-0057 · $19.95

B. Se Habla Español
4' x 4' Poly w/grommets
#007-0069 · $19.95

C. Michelin
Now Available Banner
2' x 10' Tyvek
#002-4001 · $19.95

D. Free Inspection Banner
#002-0045
2' x 10' Poly · $19.95

E. Alignment - Extra Care
2' x 8' Tyvek
#002-0018 · $19.95

F. Big O Tires Logo
2' x 8' Poly
#002-0043 · $20.95

G. Snow Tires
2' x 8' Poly
#002-0022 · $19.95

For Custom Banners, Posters & Tags, Visit www.BigOTires.com/Extranet and click the O Advertising link!

BIG O 01130

H

H. Cash for Trade-In
2' x 8' Poly
#002-CASH - $19.95

I. Flag on a stick
12" x 9" checkered flag on a stick
Part#: [illegible]3525 • Price: $1.30 ea.

I

J. Big O Tires Flag
3' x 5' Nylon with 4 Grommets.
#007-FLAG - $12.95 ea.

K. Sale Barrel Stacker
Poly Cover over Tire Stacks
(Minimum tire size
31x10.50R15)
#002-0021 • $19.95

J

Transform your indoor and outdoor tire stacks into colorful advertisements with barrel stackers.

K

Our rental banners deliver a big message at a small price! Designed to hang from an exterior store wall, these outdoor giants will definitely draw traffic to your short-term sale or event! Call O Advertising for details and availability.

L. Now Hiring
Rental Banner
5'x30' Tuff-Weave Poly
Rental Fee $5.00 per day

L

M. Now Open
Rental Banner
5'x30' Tuff-Weave Poly
Rental Fee $5.00 per day

M

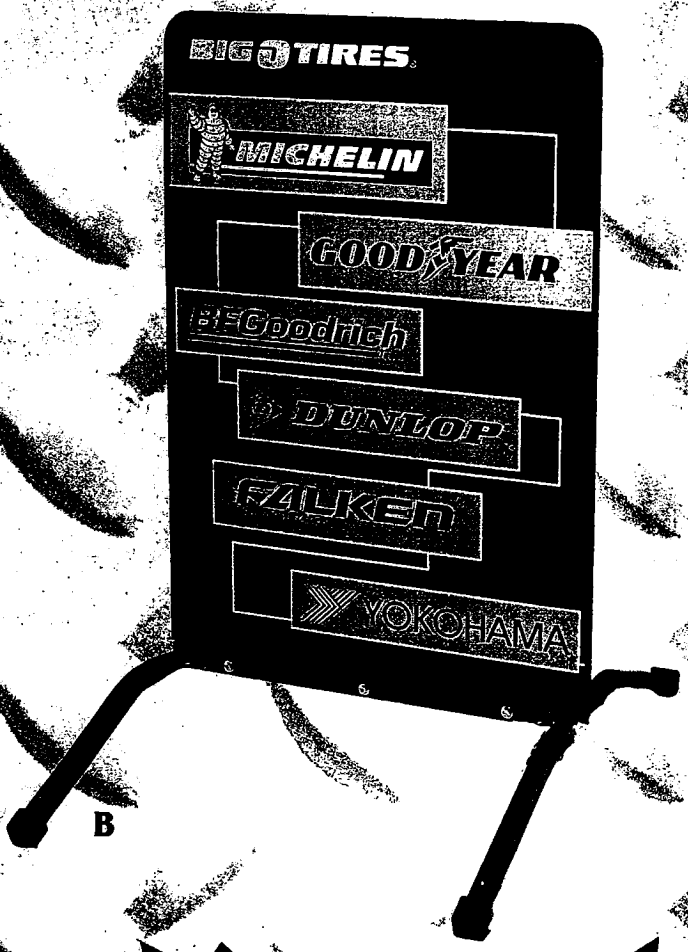
N. Clearance Sale
Rental Banner
5'x30' Tuff-Weave Poly
Rental Fee $5.00 per day

N

BIG O 01131

BIG O TIRES®

A



B

A. Big O Tires Banner
#3X20 BOT · 3' x 20' Poly · $331.66

B. Curb Sign- (40" x 24")
Part#: 0[illegible]0088 · Price: $79.99

C. Big Foot Inflatable Rental
Add this eye-catching 10' Tall cold air inflatable at your next special event! Includes pump and blower.
$30.00 per day

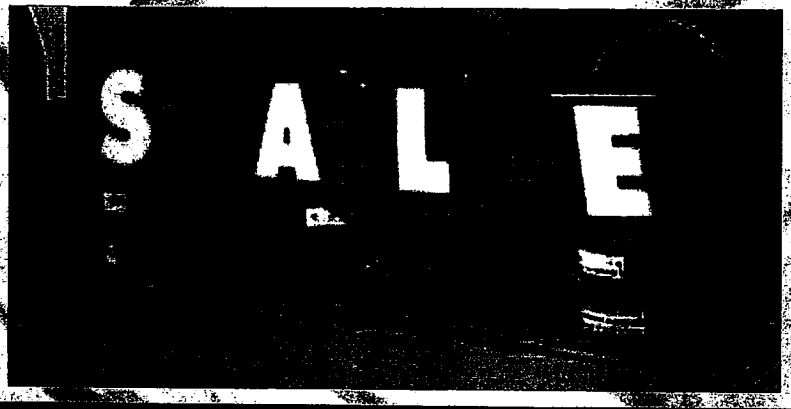
D. L-Shape Signs
(Rigid poly) 16" x 18"
#STN-SALE (shown) · $115.00

Also Available: 4 for $99
16" x 18" #STN-99
(not shown) · $115.00

E. Wood A-Frame Sign
Styles available: Lube/Oil/Filter (shown), Tire Rotation, and Used Tires
#AF-101 · $164.00

C

For Custom Banners, Posters & Tags, Visit www.BigOTires.com/Extranet and click the O Advertising link!



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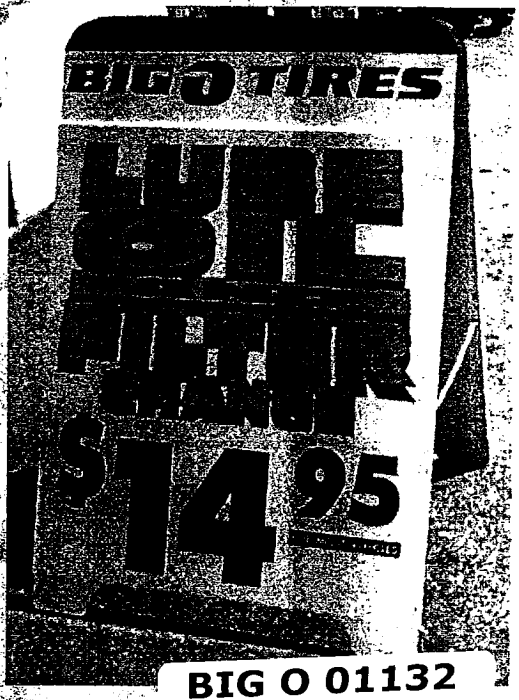
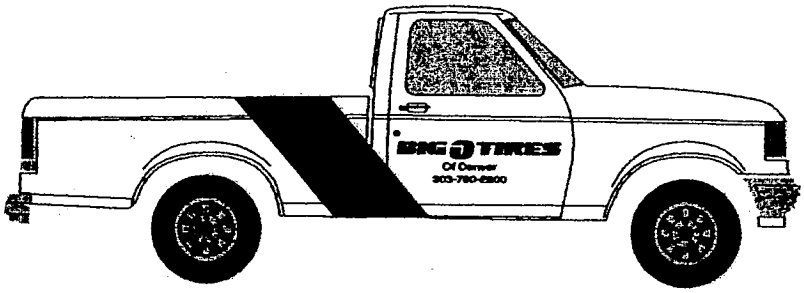


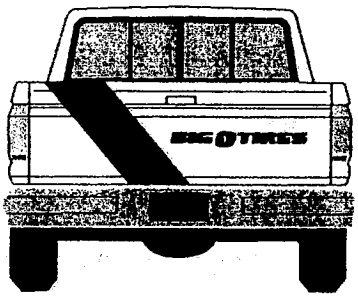
E

BIG O 01132

TO PLACE YOUR ORDER CALL TOLL-FREE 1-800-835-2446

Turn your company vehicles into sharp, professional rolling billboards with these customized graphics packages.

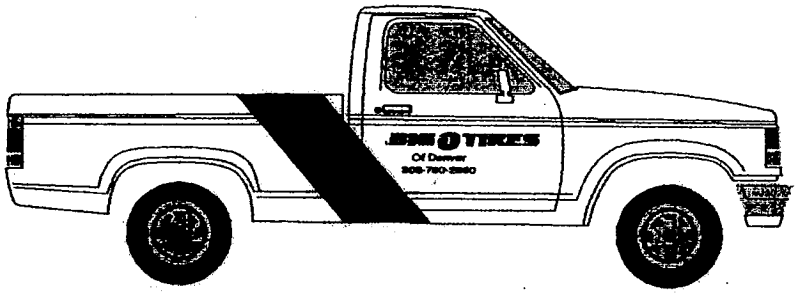


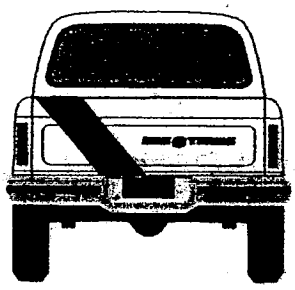


Full Size "Truck/ SUV" Graphics
3 signs
#VGSS-101 - $139.05

Sides
3 Color 18" Power Stripe
3" x 36" Big O Tires

Rear
3 Color 9" Power Stripe
2" x 24" Big O Tires

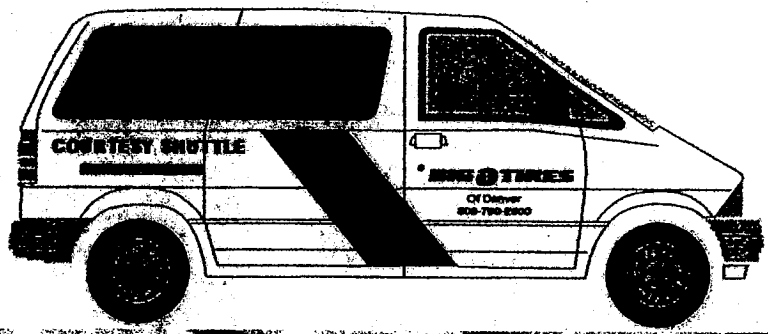




Small Size "Truck/ SUV" Graphics
3 signs
#VGSS-102 - $128.75

Sides
3 Color 15" Power Stripe
3" x 36" Big O Tires

Rear
3 Color 9" Power Stripe
2" x 24" Big O Tires



Small Size "Mini Van" Graphics
3 signs
#VGSS-103 - $154.50

Sides
3 Color 15" Power Stripe
3" x 36" Big O Tires
Additional 3" x 30"
Courtesy Shuttle

Rear
3 Color 9" Power Stripe
2" x 24" Big O Tires

All graphics packages come with paper patterns for proper layout. Installation extra in some areas.

BIG O 01133

A. Michelin
22" x 28"
#001-4001 · $9.95

B. Passenger
22" x 28"
#001-0011 · $16.43

C. Performance
22" x 28"
#001-0012 · $16.43

D. 100,000 Mile Coverage
22" x 28"
#001-0010 · $16.43

E. Warranty Comparison
22" x 28"
#001-0013 · $9.27

F. Free Service Comparison
22" x 28"
#001-0014 · $9.27

G. Warranty Redemption Policy
22" x 28"
#001-0009 · $9.53

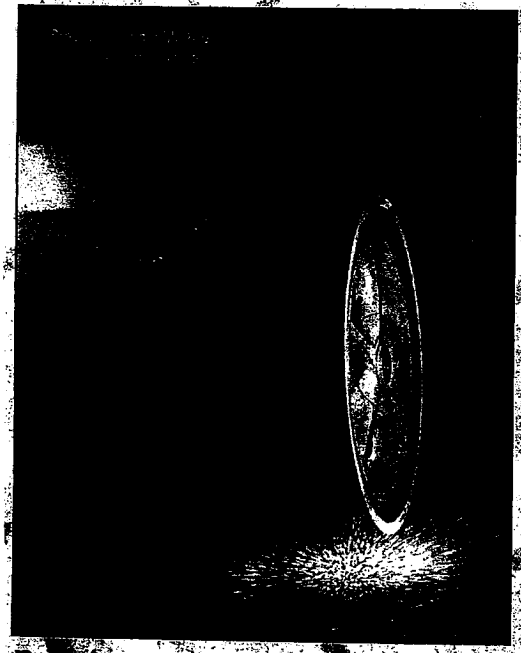
H. 2005 Torque Chart
22" x 34"
#001-TORQ · $8.50
Available at the end of February 2005

I. Service Policy
26" x 40"
#001-0001 · $22.50

J. Code of Excellence
26" x 40"
#001-CODE
$22.50

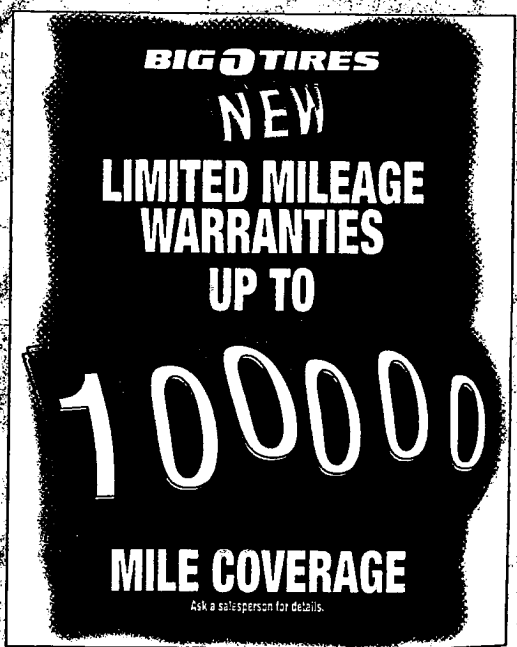
For Custom Banners, Posters & Tags, Visit www.BigOTires.com/Extranet and click the O Advertising link!

A



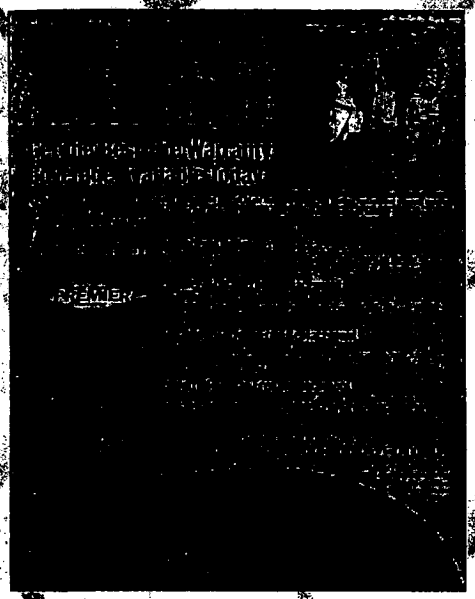
B

C



D

BIG O 01134



E

F

BIG O BRAND TIRES

WARRANTY REDEMPTION POLICY

PROOF OF PURCHASE REQUIRED FOR WARRANTY CLAIMS

Big O Tires has North America's most outstanding tire warranty. It applies to the original purchaser and is not transferable. In order to ensure prompt handling, if a claim arises, we require that a copy of your original invoice be presented along with the tire.

BIG O TIRES
A Reputation You Can Ride On

G

2004 LUG NUT TORQUE CHART
FOR ORIGINAL EQUIPMENT WHEELS

AMERICAN CARS	IMPORT CARS	LIGHT TRUCKS & VANS

HOW TO MAKE SURE WHEEL NUTS ARE PROPERLY TORQUED

H

BIG O BRAND PREMIUM TIRE SERVICE POLICY

FREE MOUNTING

FREE COMPUTER BALANCING
INCLUDING WEIGHTS

FREE RUBBER VALVE STEMS

FREE 5,000 MILE ROTATIONS
INCLUDES RE-BALANCING IF NECESSARY

FREE FLAT REPAIR SERVICE
FOR THE LIFE OF THE TIRE

Financing Available OAC

BIG O TIRES

I

CODE OF EXCELLENCE

TIRES

EXTRA CARE SERVICE

Brakes
Shocks
Struts
Alignments

A Reputation You Can Ride On

Our Commitment To You, The Customer, Is To Offer The Highest Standards of Extra Care Services Available In The Automotive Industry. At Big O Tires, Simply Satisfying Our Customers Isn't Good Enough - We Will Always Strive To Exceed Your Expectations.

TIRES
- Sell only high quality products.
- Offer the Nation's best tire warranty on Big O Brand tires.
- Offer our Premium Tire Service Policy on Big O Brand tires.

EXTRA CARE
(Brakes, Shocks, Struts, and Alignment)
- We pledge to sell you only the parts and services necessary to keep your vehicle roadworthy.
- Any recommendation for parts or services will be fair and honest.
- We will always use quality replacement parts.
- No work will begin without an estimate approved by you.
- Our pricing will always be fair, honest, and competitive.
- We will strive to complete all work when promised.
- We offer a free vehicle inspection upon your approval.
- Preventive maintenance sometimes calls for parts to be replaced prior to being totally worn out. Any recommendation we make will be done to keep a vehicle roadworthy.
- All Big O Tires' advertising will seek to be fair and honest and easily understood.

MY PLEDGE TO YOU
As a local independent business owner, I am committed to total customer satisfaction. We make every effort to guarantee that your experience with Big O Tires is one that will bring you back again and again. So please let us know if you have experienced any problems with our service. My staff and I will always be available to listen and to satisfy any problems or concerns you may have. You may also call the National Customer Assistance Line at 1-800-321-2446.

Local Big O Tires Dealer

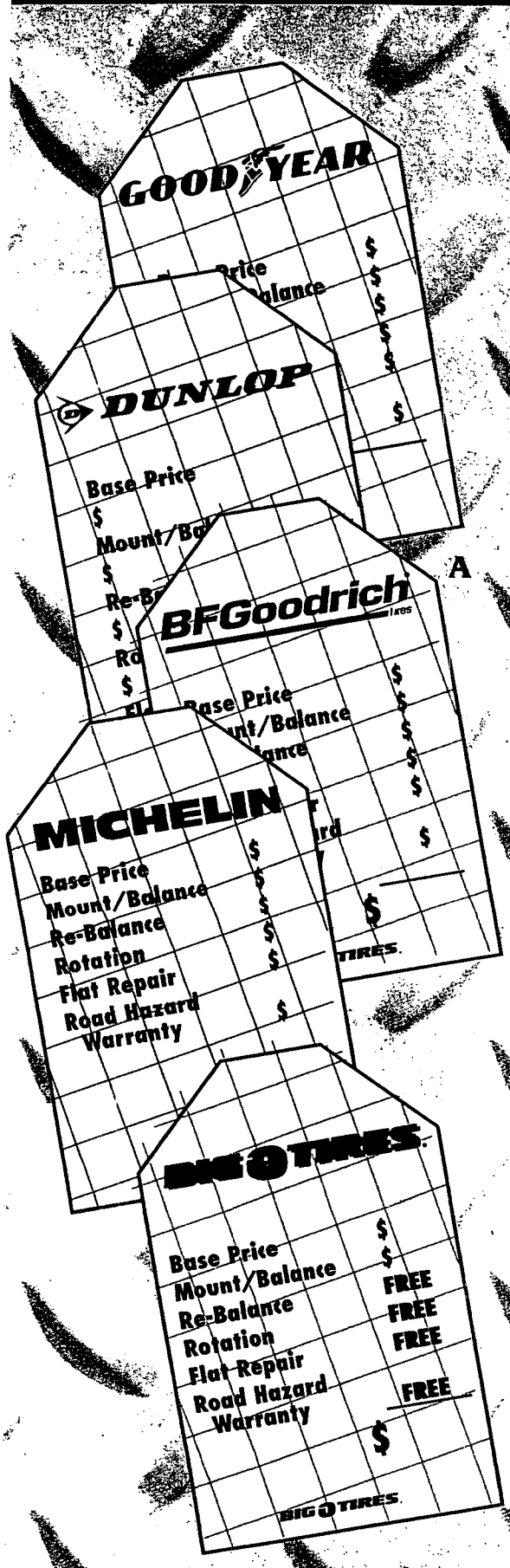
BIG O TIRES
A Reputation You Can Ride On

J

PICTURE/POSTER FRAMES

22" x 28"	26" x 40"	16" x 20"	22" x 34"
#016-0001	#016-0002	#016-0003	#016-0005
Red · $18.59	Red · $26.27	Red · $10.76	Red · $22.95

BIG O 01135



A

B

C

A. Big O/Major Brand Comparison Tags
Package includes 20 Big O Tires tags and 5 each of Goodyear, Dunlop, BF Goodrich and Michelin tags.
12" x 18" · Pkg/40
#005-0025 · $15.95

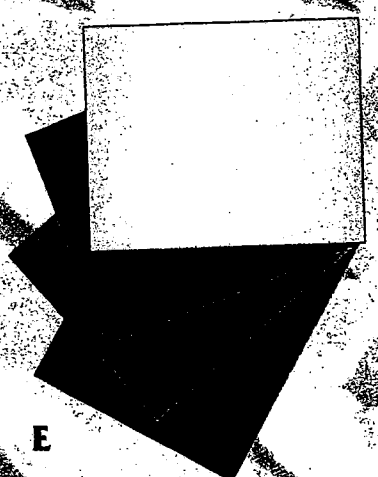
B. Giant Sale Tag
12" x 18" · #005-0023 · 52¢ ea.

C. As Advertised Neon Sale Tag
6" x 10" · Pkg/20
#NEON SALETAG · $8.24

D

D. Vacation Inspection Sale Tag
6" x 10" · Pkg/6
#005-0004 · $3.1

E. Neon Squares
4.25" x 5" · Pkg/100
#NEON SQUARE · $4.12



E

BIG O 01136

F

G

F. Sale Arrow
16" x 30" • #003-0004 • $4.12 ea.

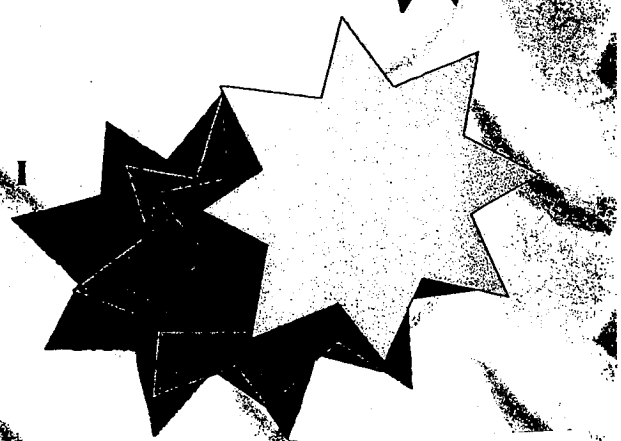
G. Neon Splash
(Neon) Red, Pink, Orange and Yellow • Pkg/32
#NEON SPLASH • $8.24

H. Major Brand Neon Bursts
5 of each major brand • Pkg/30
#MB NEON • $7.75

I. Circular Splash
Assorted neon colors • Pkg/20
#CIR SPLASH • $6.13

H

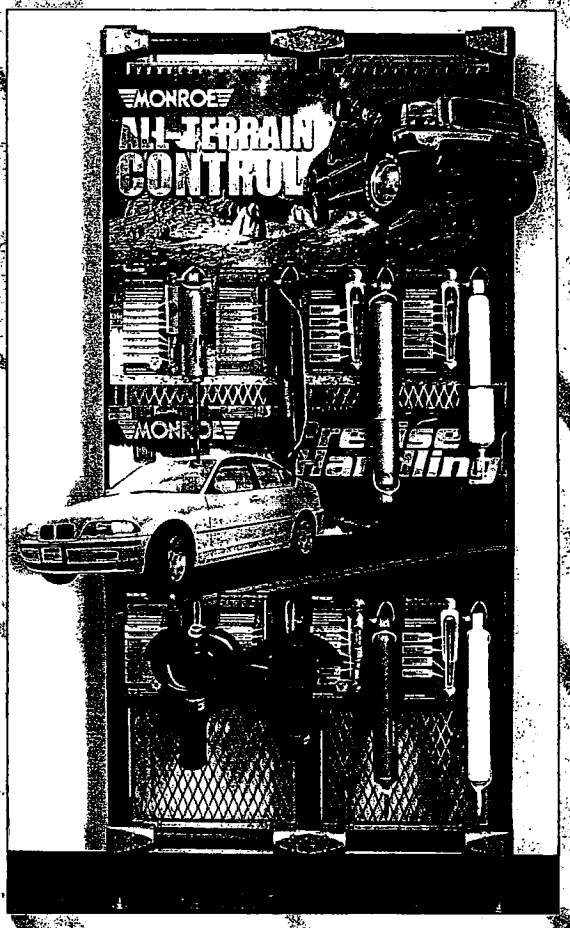
For Custom Banners, Posters & Tags, Visit www.BigOTires.com/Extranet and click the Advertising link!



I

BIG O 01137

A

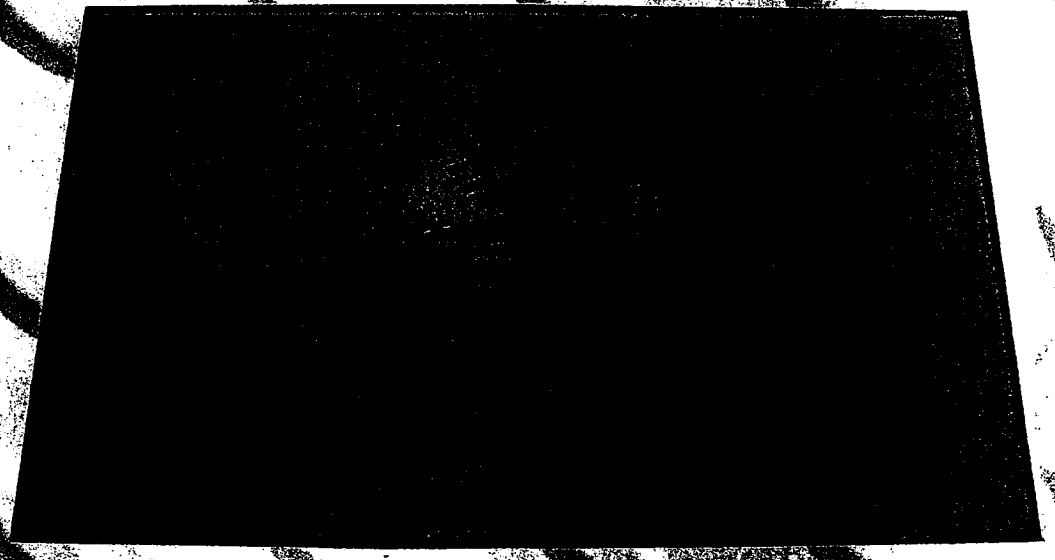


B

A. Tire Stand
Tire and upper frame centers not included.
#S-3092 • $167.50 ea.

B. Shock & Strut Display
Parallel Wall Unit Sold Separately. Shocks and Struts sold separately • #015-0010 • $365.00

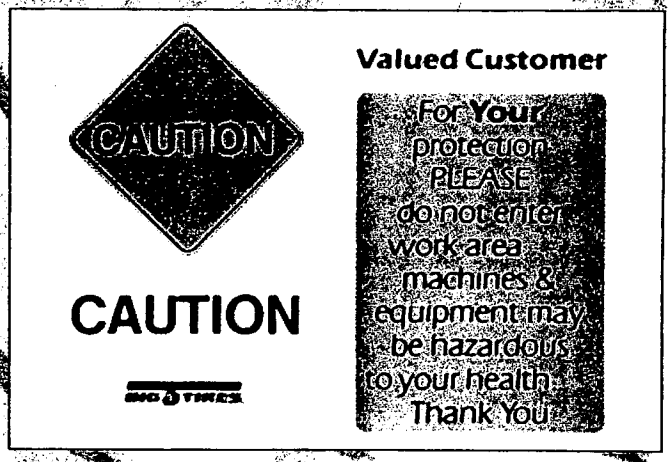
C. Custom 3' x 5' Big O Tires Doormat
Part#: 001-001-0RUG • Price: $127.95



C

BIG O 01138

D



E

D. Independently Owned Sign
#008-0013 · 16" x 20" · $2.31

E. Caution Sign
16" x 22" Laminated
#008-0015 · 16" x 22" · $10.30

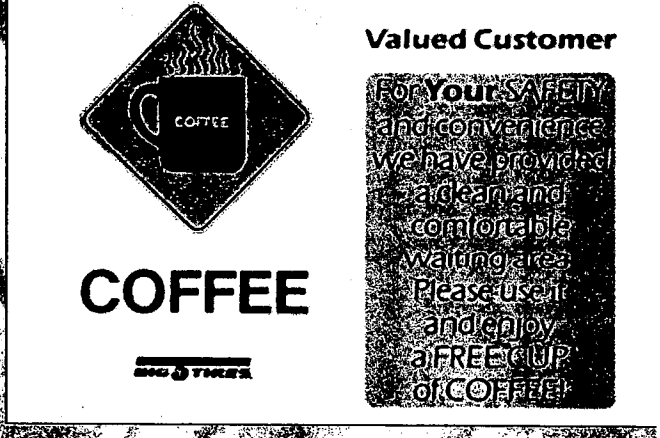
F. Coffee Sign
16" x 22" Laminated
#008-0014 · $10.30

G. Static Cling Rotation Labels
Roll/500 · #011-0070 · $11.64

H. Flat Repair Labels
Roll/500 · #011-0058 · $25.70

I. Used Tire Labels
Roll/500 · #011-0059 · $25.70

J. Inspected Trade-In Labels
Roll/500 · #011-0057 · $25.70



F

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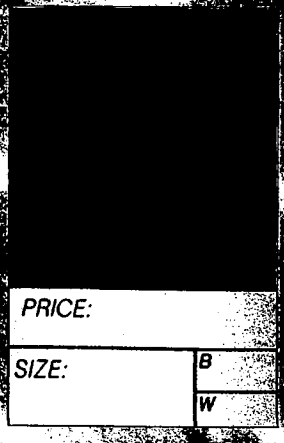
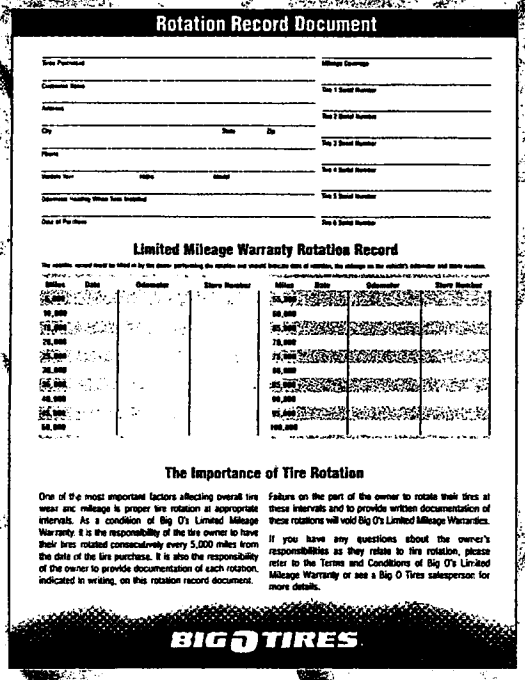


J

BIG O 01139



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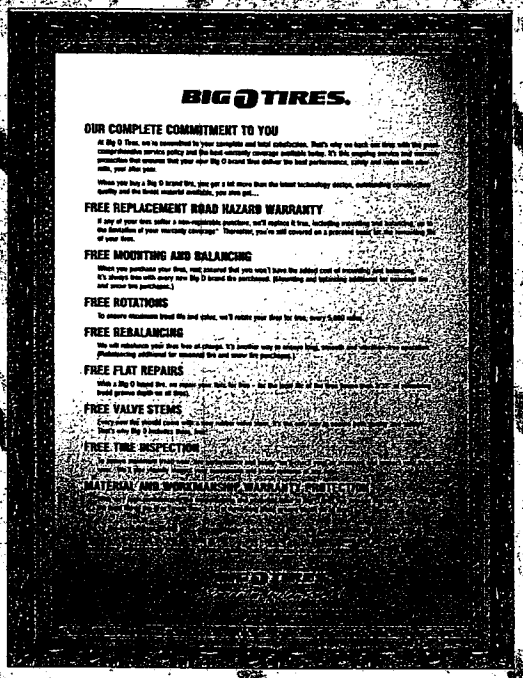


B

C

D

A. Rotation Record
8.5"x11"
#Rotation Pad · No charge

B. Warranty Pad
8.5"x11"
#Warranty Pad · No charge

C. Service Policy Counter Card
Includes easel backer
#006-0023 · $6.13

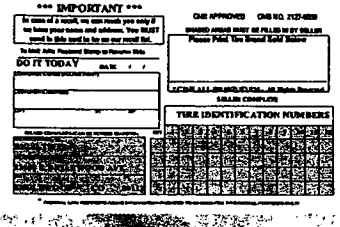
D. Dealer Directories
D.O.T. Card included with package.
Box/500 · #DD-500
Call O Advertising for pricing

E. Warranty Folder
Pkg/500 · #NCWF
Call O Advertising for pricing

F. D.O.T. Card
Pkg/245 · No charge

G. Legacy Tour Plus 100,000 Mile Warranty Brochure
Pkg/25 · Part#: BR- HM· No charge

E



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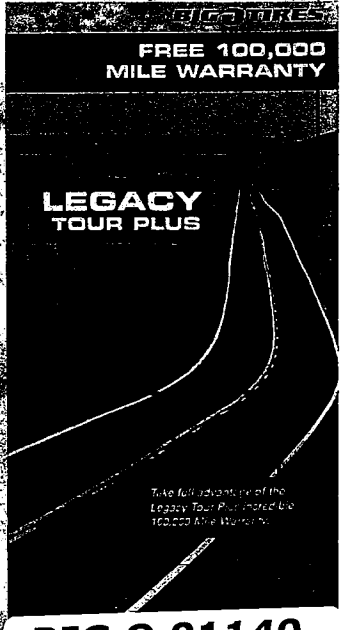
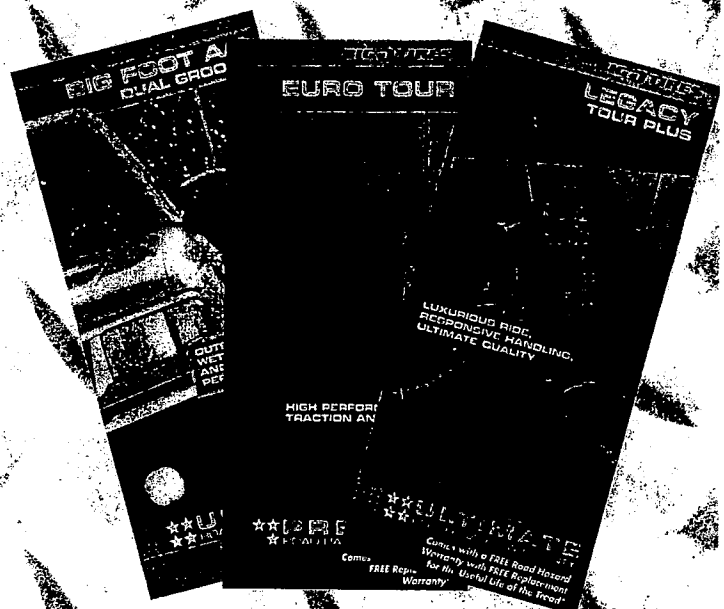


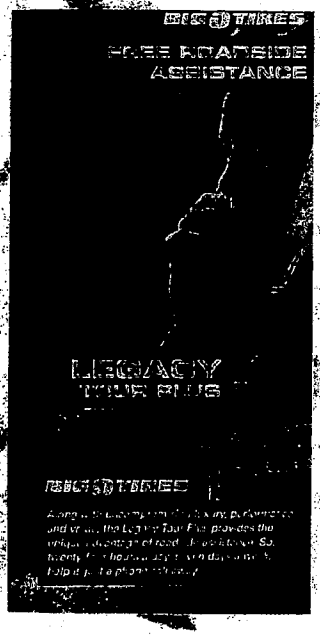
G

BIG O 01140

The following list of Brochures can be found in O Advertising and each RSC.

Aspen
Euro Tour- Passenger
Euro Tour- Performance
Fulda Assuro
Fulda Extremo
Falken 502
Big Foot All Terrain
Big Foot Duel Groove
Big Foot HT
Big Foot MT
Big Foot XT
Pathmax RT
Radialmax
Big Foot Sport Touring
Sun Valley AT
SXP GT
Legacy Tour Plus
Vengeance





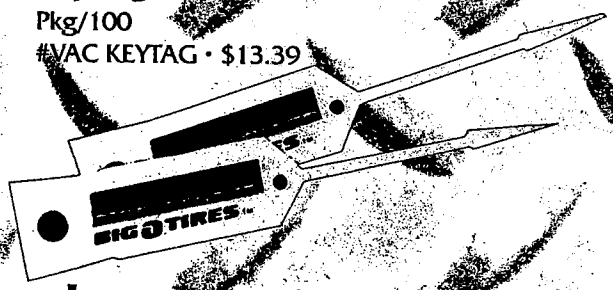
H

H. Legacy Tour Plus Roadside Assistance Cards
Pkg/50 • Part#: BR-RS • No charge

J. Mileage Warranty Stickers
#021-0001 • $5.00

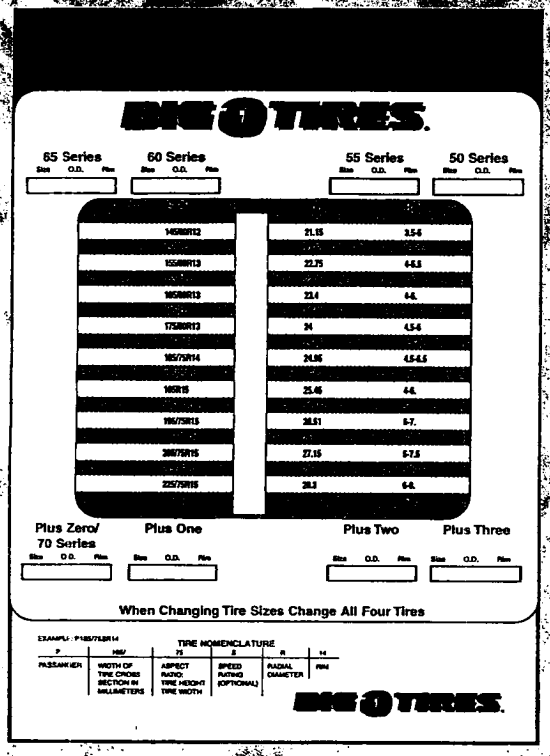
J

I. Key Tag
Pkg/100
#VAC KEYTAG • $13.39

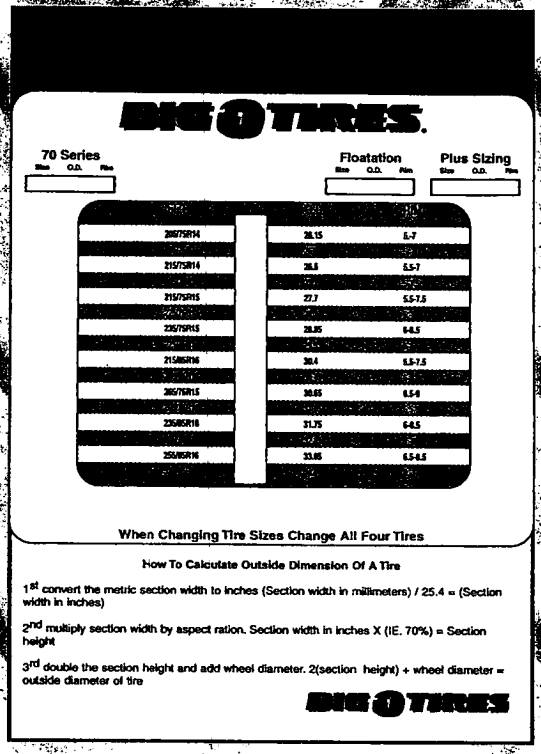


I

BIG O 01141



A



B

A. Express Lane Counter Card

6" x 24"

#EXP-CARD · $2.4[illegible]

B. Tire Conversion Slide Chart

#001-CONV · $3.75

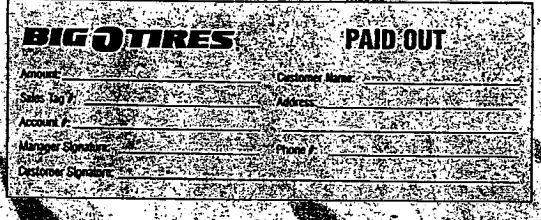
C

C. Gift Certificates

Includes counter sign

Pkg/10

#GIFT CERT · $8.19



D

E

D. Paid-out Pad

Pad/100

#PAIDOUT PAD · $2.01

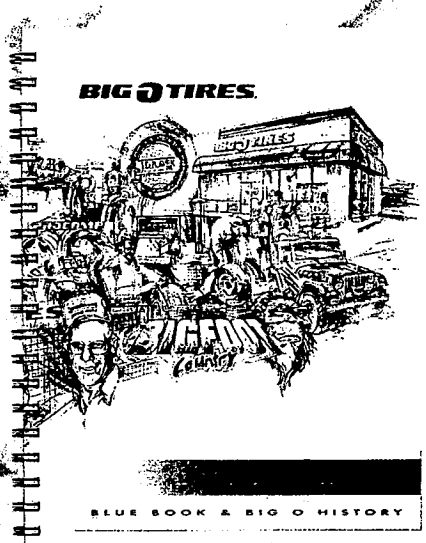
E. Big O Pocket Protector

#017-626A · $1.07

BIG O 01142

E

F



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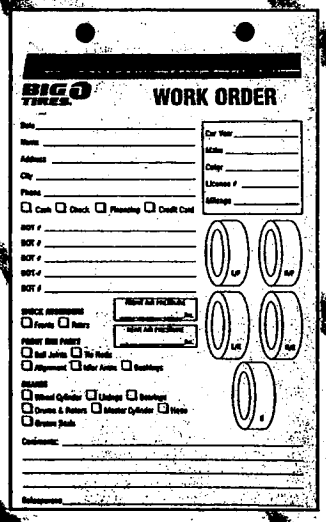
H



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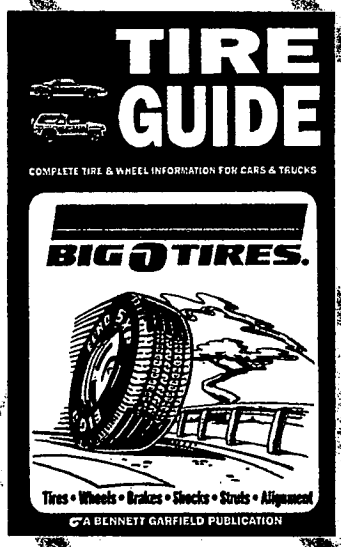

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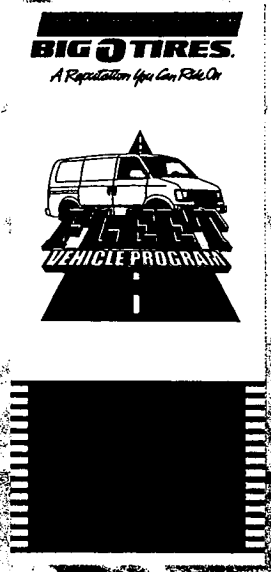
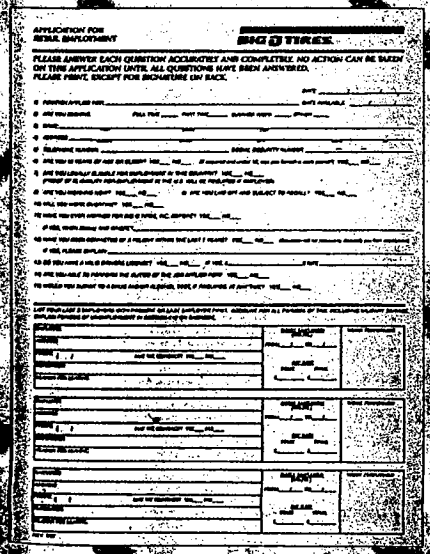




M

E. Thank You Card
Pkg/250 · #013-1014 · $11.85

F. Rotation Reminder Card
Pkg/250 · #013-1012 · $11.85

G. Oil Change Reminder Card
Pkg/250 · #013-1015 · $11.85

H. Service Reminder Card
Pkg/250 · #013-1013 · $11.85

I. Blue Book II
#01[illegible]-1010 · Call for Pricing

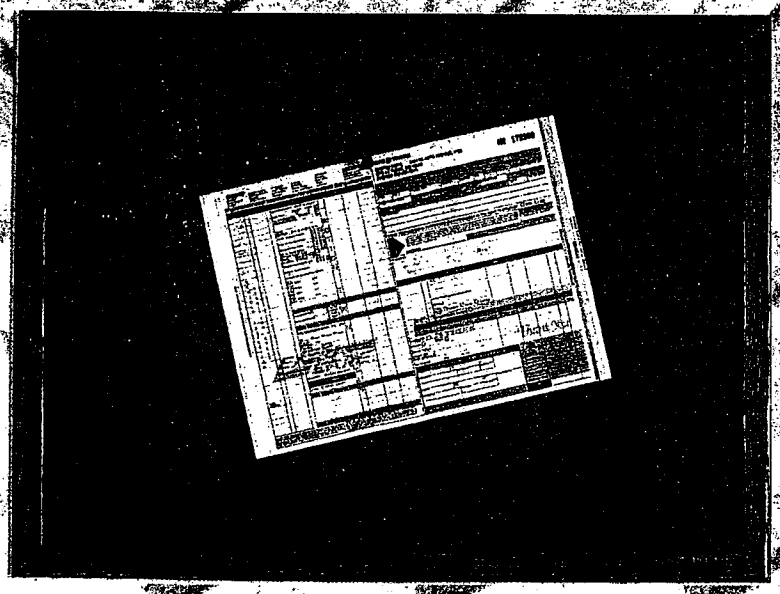
J. Work Order Pad
Pad/100 · #WORK ORDER · $7.[illegible]

K. 2005 Tire Guide
Available at the end of February
#003[illegible]005 · $7.75

L. Fleet Brochure
Pkg/50
#FLEET BROCH · $5[illegible]

M. Employee Application Pad
Pad/100 · #EMPLOY[illegible]PAD
$5.15

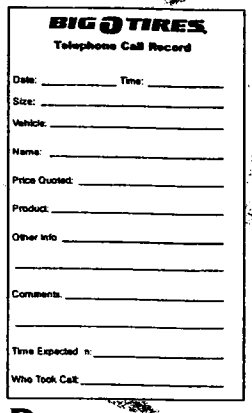
BIG O 01143



A

B

C



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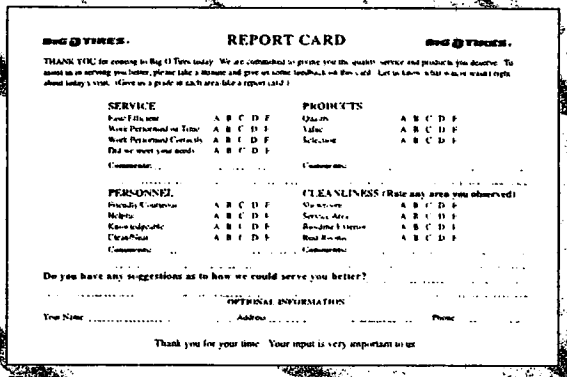


E

WELCOME TO BIG O TIRES

TIRE ROTATION	$ 10.00
MOUNT & DISMOUNT	5.00
TIRE BALANCE	6.50
TRUCK BALANCE	8.50
FLAT REPAIR	8.00
SPLIT RIM FLAT	16.00
VALVE STEMS RUBBER	2.00
VALVE STEMS CHROME	3.00
ALIGNMENT	29.95
	39.95 49.95
TRUCKS	34.95

SHOCKS

GAS HC MOST CARS	4/100.00
GAS SUPREME	EA 28.99
XT 60 GAS LT SHOCK	EA 38.99

F

A. Cork Board
16" x 20"
#CORKBOARD · $25.95 ea.

B. Metal Work Order Holder
#LIT HOLDER · $78.50 ea.

C. Work Order Holder
Set of 25 · #WO HOLDER · $41.20

D. Telephone Pad
Pad/100 · #TELE PAD · $2.50

E. Report Card
Pkg/250 · #013-1011 · $7.73

F. Reader Board
#018-0005 · $99.95

1" Helvetica Letters/Numbers
Assort. 300 pre-sort
Style #4423 #018-0002 · $49.50

1" Helvetica Number Assortment
100 Numbers only · Style #4133
#018-0004 · $35.95

BIG O 01144

BIG O TIRES®

LEGACY TOUR PLUS

Metal Headers
For Garcy display system.

Big O Brand styles available at $17.00 ea.,

Major Brand styles available at $19.95 ea.

Available Big O Brand Metal Headers

- Big O Tires
- Legacy Tour Plus (shown)
- Aspen
- Euro Tour
- Radialmax
- Legacy Tour Plus H
- SXP SuperSport
- Fulda
- Pacemark
- Big Foot
- Pathmax
- As Advertised
- Major Brand

Available Major Brand Metal Headers

- Michelin
- BF Goodrich
- Goodyear
- Dunlop
- Pirelli
- Yokohama

Plexi Headers
For wire mesh displays. $15.45 ea.

Available Styles

- As Advertised (shown)
- Brakes
- Shocks
- Major Brand (shown)
- Alignment
- Suspension
- Big Foot (shown)
- Struts
- Extra Care
- Legacy Tour Plus
- Wheels
- Aspen
- Legacy Tour Plus-H
- Prestige
- Fulda
- SXP Super Sport
- Euro Tour
- Accessories
- Big O Tires

AS ADVERTISED
BIG FOOT
MAJOR BRAND

Color Major Brand Plexis

BF Goodrich - #015-06GR
Goodyear - #015-06GY
Pirelli - #015-06PI
Dunlop - #015-06DU
Uniroyal - #015-06UN
Michelin - #015-06MI
Yokohama - #015-06YO

Eagle Header
5" x 30" • #GRD-304 • $21.63

Centerline Header
5" x 36" • #GRD-3[illegible] • $21.63

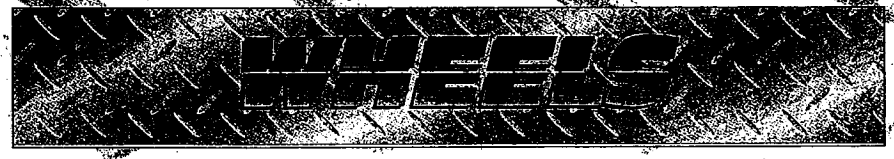
American Racing Header
5" x 36" • #GRD-306 • $21.63

BIG O 01145

The following signs slide easily into the H and T-Fixture Displays and come with a wide variety of messages. Please call for pricing.

Signs available in the following styles:

Wheels	#PP601	Light Truck	#PP604
Passenger	#PP602	Name Brands	#PP605
Performance	#PP603		

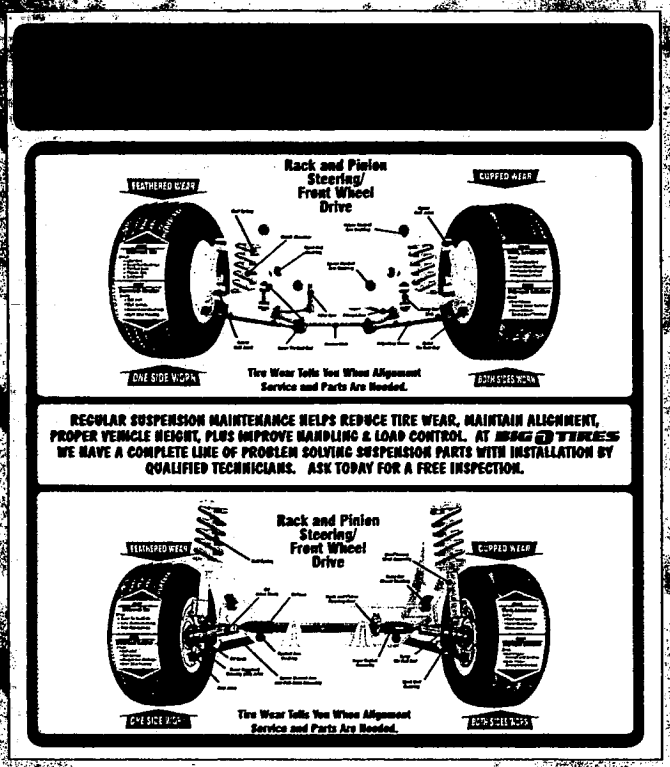


Signs available in the following styles:

Now On Sale	#PP301	Services	#PP307
Suspension	#PP302	Brakes	#PP308
Alignments	#PP303	Lube/Oil	#PP309
Shocks/Struts	#PP304	In-store Special	#PP310
Name Brands	#PP305		
Wheels	#PP306		

Big O Tires Sign (Metal)
16" x 96" • GAR-111 • $231.75

BIG O 01146



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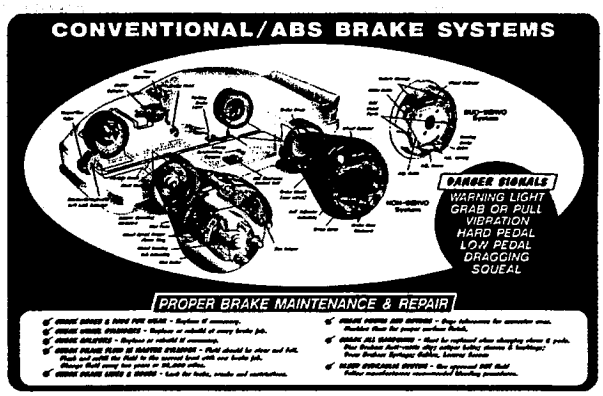

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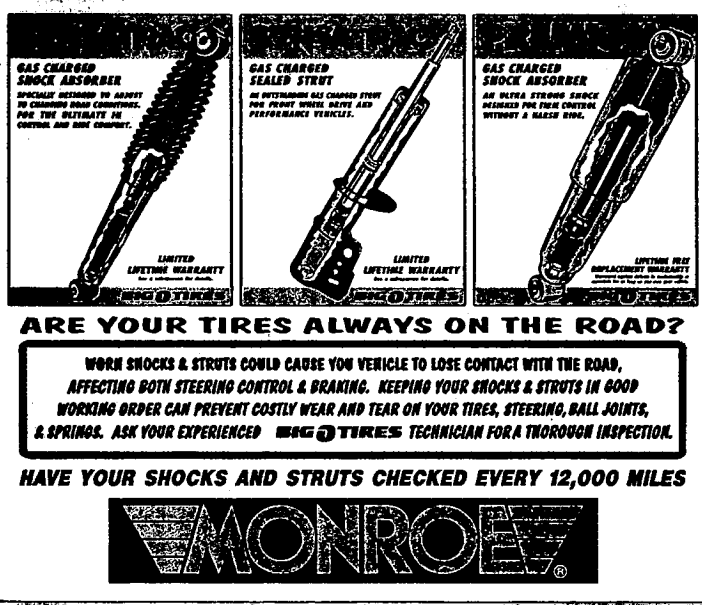

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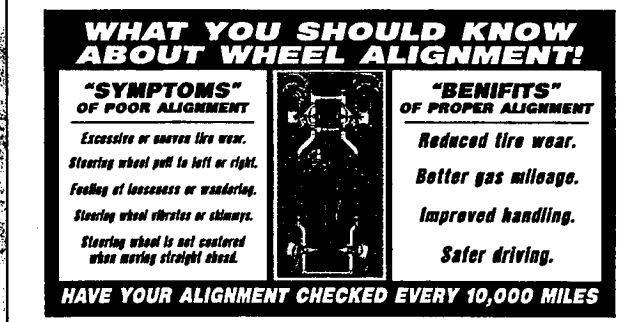


D

A. Suspension Sign
32" x 36" • #SGN-125B • $71.07

B. Brakes Sign
32" x 36" • #SGN-125C • $71.07

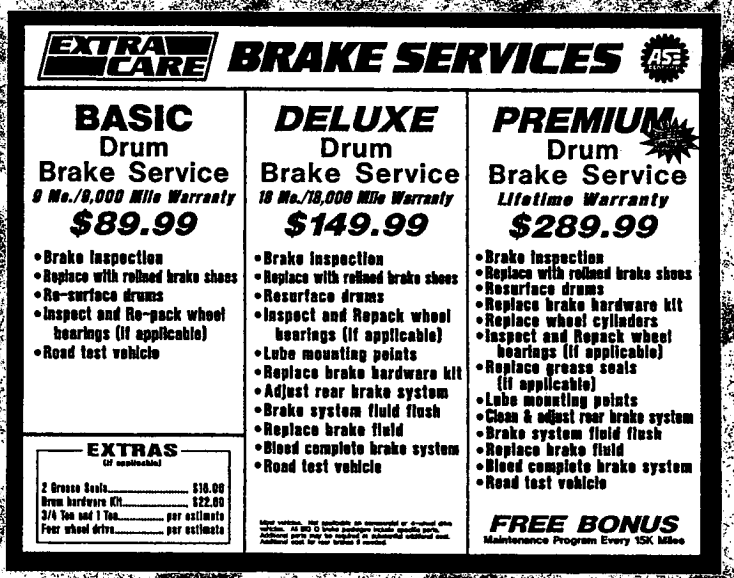
C. Shocks/Struts Sign
32" x 32" • #SGN-125D • $73.80

D. Alignment Sign
32" x 24" • #SGN-126A • $58.20

BIG O 01147

BIG O TIRES®

A



B

C

A. Drum and Disc Brake Sign Set
(Includes 2 signs) (Prices are changeable)
22" x 28" • #SGN-115 • $80.34

B. Unbundled Tire Service Sign
28" x 48" • #SGN-118 • $40.69

C. Brake Services Sign
22" x 28" • #SGN-116 • $40.69 ea.

D. Advertisement Comparison Sign
22" x 28" • #SGN-105 • $64.75

D

BIG O 01148

E

E. Lube Service Sign
28" x 48" · #SGN-117 · $40.69

F. Automotive Service
28" x 48" · #SGN-120A · $143.17

G. Trade In Sign
22" x 28" · #SGN-101 · $35.54

H. Services Sign
28" x 72" · #SGN-120B · $184.37

F

G

H

BIG O 01149

BIG O TIRES®

A

EXPRESS LANE
EXTRA CARE

B

AC SERVICE
EXTRA CARE

C

LUBE • OIL • FILTER
EXTRA CARE

D

BATTERIES • BELTS • HOSES
EXTRA CARE

E

BRAKES • SHOCKS • STRUTS
EXTRA CARE

F

TIRES • WHEELS • ALIGNMENT
EXTRA CARE

G

SHOCKS • STRUTS
EXTRA CARE

H

ALIGNMENT
EXTRA CARE

I

BRAKES
EXTRA CARE

J

SHOCKS
EXTRA CARE

K

STRUTS
EXTRA CARE

L

TIRES
EXTRA CARE

M

WHEELS
EXTRA CARE

N

SUSPENSION
EXTRA CARE

BIG O 01150

TO PLACE YOUR ORDER CALL TOLL-FREE 1-800-835-2446

Aluminum Signs
2' x 8' - $148.00 ea.
(available in the following styles)

A. Express Lane #AS-111
B. AC Service #AS-115
C. Lube/Oil/Filter #AS-114
D. Batteries/Belts/Hoses #AS-116
E. Brakes/Shocks/Struts #AS-109
F. Tires/Wheels/ Alignment #AS-110
G. Shocks/Struts #AS-113
H. Alignment #AS-104
I. Brakes #AS-105
J. Shocks #AS-107
K. Struts #AS-103
L. Tires #AS-108
M. Wheels #AS-106
N. Suspension #AS-112

Service Detail Signs

O. Alignment Service Detail Sign
#HT-101 · $33.50

P. Brake Inspection Service Detail Sign
#HT-104 · $33.50

Q. Power Steering Service Detail Sign
#HT-102 · $33.50

R. Transmission Services Provided Sign
#HT-103 · $33.50

S. Brake Fluid Service Sign
#HT-105 · $33.50 (not pictured)

T. Services Detail Sign
Set of 5
#HT-103 · $20.50 (not pictured)

WHEEL ALIGNMENT

Services Included

1. Inspect suspension components for wear.
2. Adjust caster and camber, if provided by manufacturer.
3. Adjust toe-in.
4. Center steering wheel while adjusting toe-in.

THRUST ALIGNMENT

- Same as above plus compensate for rear wheel tracking.

FOUR WHEEL ALIGNMENT

- Same as above plus set rear wheel camber and toe-in, as provided by manufacturer.

O

BRAKE INSPECTION AND SERVICE

Services Included

1. Visually inspect hydraulic system for leaks and condition.
2. Remove all wheels and inspect brake linings, brake hardware, and wheel cylinders.
3. Remove brake dust and deglaze brake shoes.
4. Adjust brakes.
5. Adjust parking brake.
6. Lubricate backing plate and adjust hardware.

P

POWER STEERING FLUID FLUSH

Services Included

1. Road test for power steering operation.
2. Inspect system for leaks.
3. Flush power steering lines.
4. Flush power steering pump.
5. Flush power steering rack and pinion and/or gear box.
6. Thoroughly clean all internal parts.
7. Flush out all contaminated power steering fluid and replace with clean fluid.
8. Install power steering additive to revitalize seals and O-rings
9. Road test vehicle for proper power steering operation.

Q

TRANSMISSION FLUID EXCHANGE

Services Included

1. Road test for engine performance, transmission operation and shift patterns.
2. Flush transmission cooler and cooler lines.
3. Flush transmission valve body.
4. Flush transmission torque converter.
5. Thoroughly clean all internal parts.
6. Flush out all contaminated transmission fluid and replace with clean fluid.
7. Install transmission additive to revitalize transmission seals and O-rings.
8. Road test vehicle for proper transmission operation.

R

BIG O 01151

BIG O TIRES®

A

A. Black Tire Stand

Holds passenger or truck tires. Part#: 01[illegible]
0087 •
Price: $11.95

B. Big O Brand Savings Sign

22" x 28" • #SGN-103 • $40.69

C. Big O Tires vs. Warehouse Sign

16" x 20" • #SGN-102 • $33.48

D. Tire Service Packages

20" x 36" • #SGN-104R • $50.99

SAVINGS WHEN BUYING BIG O BRAND TIRES

WHEN YOU BUY A SET OF BIG O TIRES YOU GET "FREE" MOUNTING, "FREE" COMPUTER BALANCING, INCLUDING WEIGHTS, "FREE" RUBBER VALVE STEMS, "FREE" 5,000 MILE ROTATIONS, "FREE" FLAT REPAIR.

"The Chart Below Shows What Your Savings Are"

	COMPETITION	BIG O
COST OF BALANCING 4 TIRES	$32.00	FREE
COST OF RUBBER VALVE STEMS	$ 8.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 5,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 10,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 15,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 20,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 25,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 30,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 35,000 MILES	$32.00	FREE
POSSIBILITY OF 2 FLAT TIRES	$20.00	FREE
TOTAL SAVINGS UP TO 35,000 MILES	$284.00	FREE

The Savings Would Be Greater Beyond 35,000 Miles

"Express Lane Service" No Long Waits | Home of The "Only" Nationwide Free Replacement Warranty | Over 400 Stores To Serve You

B

BIG O TIRES VS. WAREHOUSE MEMBERSHIP CLUBS

CAN YOU GET...	BIG O TIRES	CLUBS
AN ALIGNMENT?	YES	NO
A RIDE TO WORK?	YES	NO
A FREE 8 POINT INSPECTION?	YES	NO
A KNOWLEDGEABLE SALESPERSON?	YES	NO
FAST TIRE SERVICE?	YES	NO
FREE NATIONWIDE REPLACEMENT WARRANTY?	YES	NO
QUOTE OVER THE PHONE?	YES	NO
EXPRESS LANE OR BAY?	YES	NO
FINANCING?	YES	NO
CLEAN WAITING AREA?	YES	NO
MEMBERSHIP FEES?	NO	YES

C

TIRE SERVICE PACKAGES

BASIC PACKAGE
$11.99
Passenger Tires
- Mounting
- Computer Spin Balance
- Rubber Valve Stems
- Free Tire Rotations

$11.99
Light Truck & Performance Tires
Plus Disposal and/or EPA Charges

DELUXE PACKAGE
$16.99
Passenger Tires
- Mounting
- Lifetime Computer Spin Balance
- Rubber Valve Stems
- Free Tire Rotations
- 8-Point Vehicle Inspection
- Free Flat Repairs

$19.99
Light Truck & Performance Tires
Plus Disposal and/or EPA Charges

PREMIUM PACKAGE
$19.99
Passenger Tires
- Mounting
- Lifetime Computer Spin Balance
- Rubber Valve Stems
- Free Tire Rotations
- 5-Point Vehicle Inspection
- Free Flat Repairs
- Road Hazard Warranty

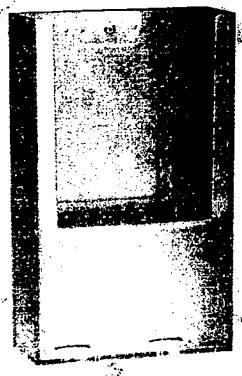
$24.99
Light Truck & Performance Tires
Plus Disposal and/or EPA Charges

ULTRA PREMIUM PACKAGE
$FREE
PASSENGER, LIGHT TRUCK & PERFORMANCE
- FREE Mounting
- FREE Lifetime Computer Spin Balance
- FREE Rubber Valve Stems
- FREE Tire Rotations
- FREE 5-Point Vehicle Inspection
- FREE Flat Repairs
- FREE Road Hazard Warranty

$FREE
AVAILABLE ON MOST BIG O BRANDED TIRES
Plus Disposal and/or EPA Charges

D

BIG O 01152



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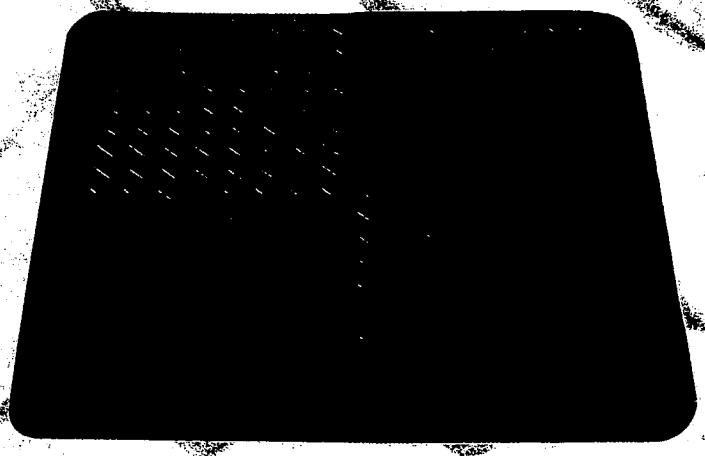

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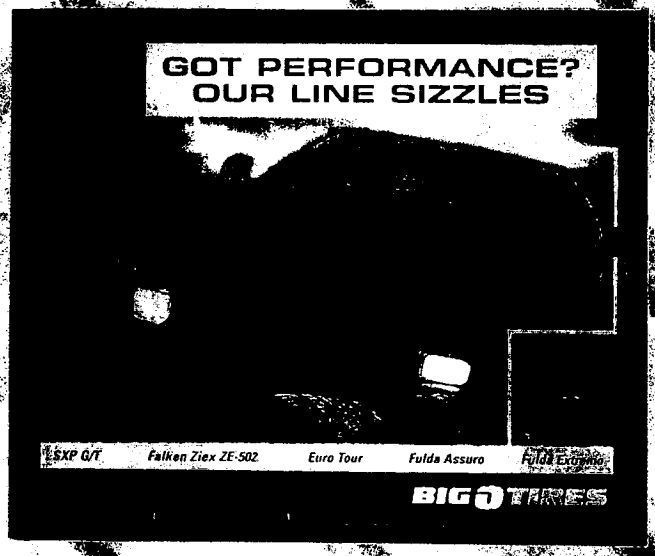


C

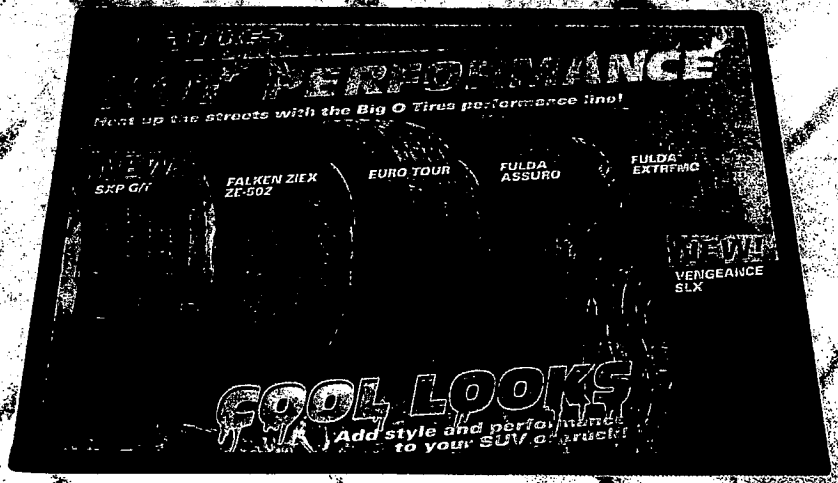
A. Brochure Holder and Information Center
Used on Red Piping, Grid (in certain configurations), and Information Center displays. Part#: 772-109
Price: $5.15

B. Racing Deck Floor
Call O Advertising for details.

C. Electrical Light Box (20" x 24")
Part#: 008-0017 • Price: 169.95

D. Floor Window Frame
Used to display floor inserts from POP packages. Inserts not included. Part#: 016-0014 • Price: $100.25

E. Desk Window Frame
Used to display counter inserts from POP packages. Inserts not included.
Part#: 016-0015 • Price: $25.95



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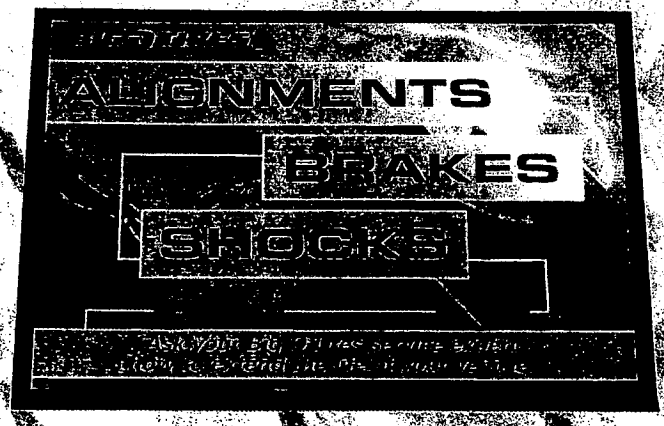


E

BIG O 01153

A

6" x 52" Black Vinyl #010-0001 · $16.50	3" x 26" Black Vinyl #010-0005 · $7.95	6" x 52" White Vinyl #010-0008 · $16.50
9" x 77" Black Vinyl #010-0002 · $32.95	4.5" x 39" Black Vinyl #010-0006 · $8.95	875" x 6" Black Vinyl #010-0009 · $6.50
2" x 18" Black Vinyl #010-0003 · $6.95	4.5" x 39" White Vinyl #010-0007 · $8.95	3" x 26" White Vinyl #010-W322 · $7.95

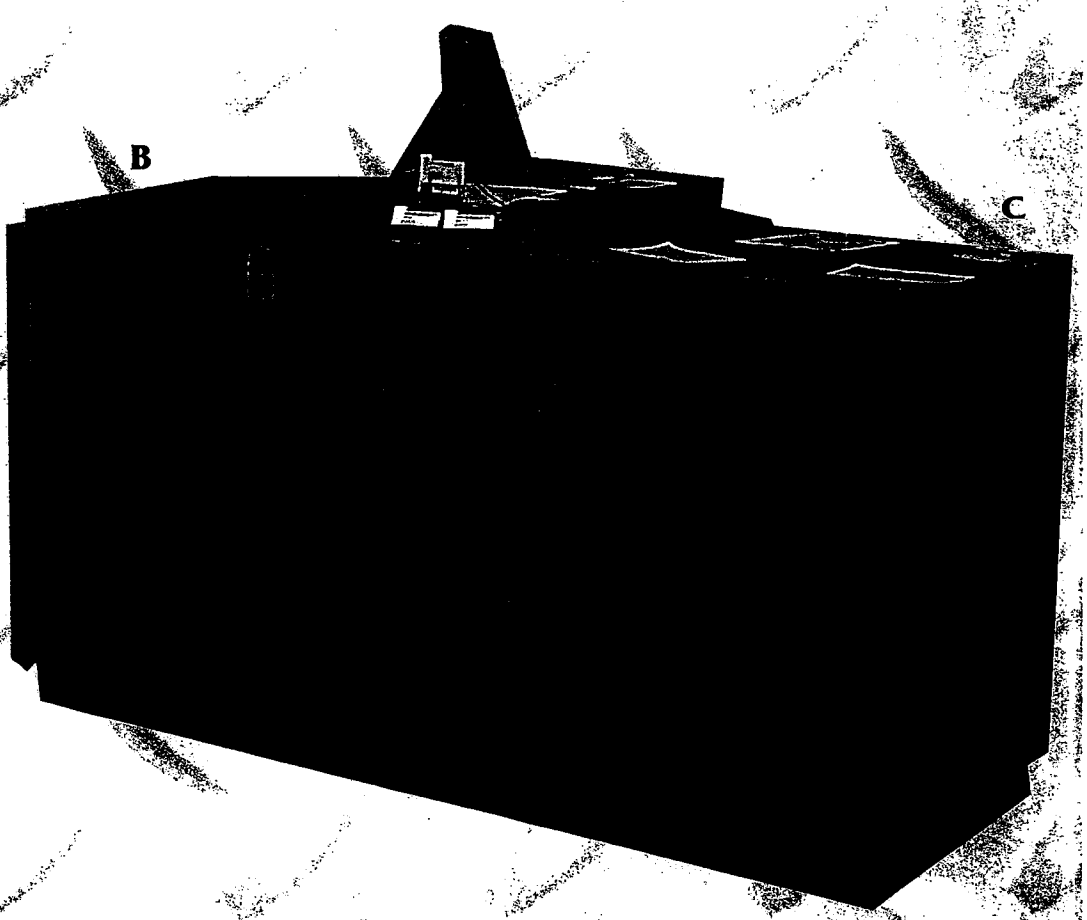
A. Big O Tires Logo Decals
See provided chart for sizes and pricing. Logos may be used on counters and/or vehicles.

B.. Side Counter
This counter with the Checkout counter creates modular furniture. This enables a store to configure the counters to their needs. The powder coated top makes it scratch resistant and easy to clean. (66"L x 27"W x 38"H)
Part# 277-005 · Price $983.61

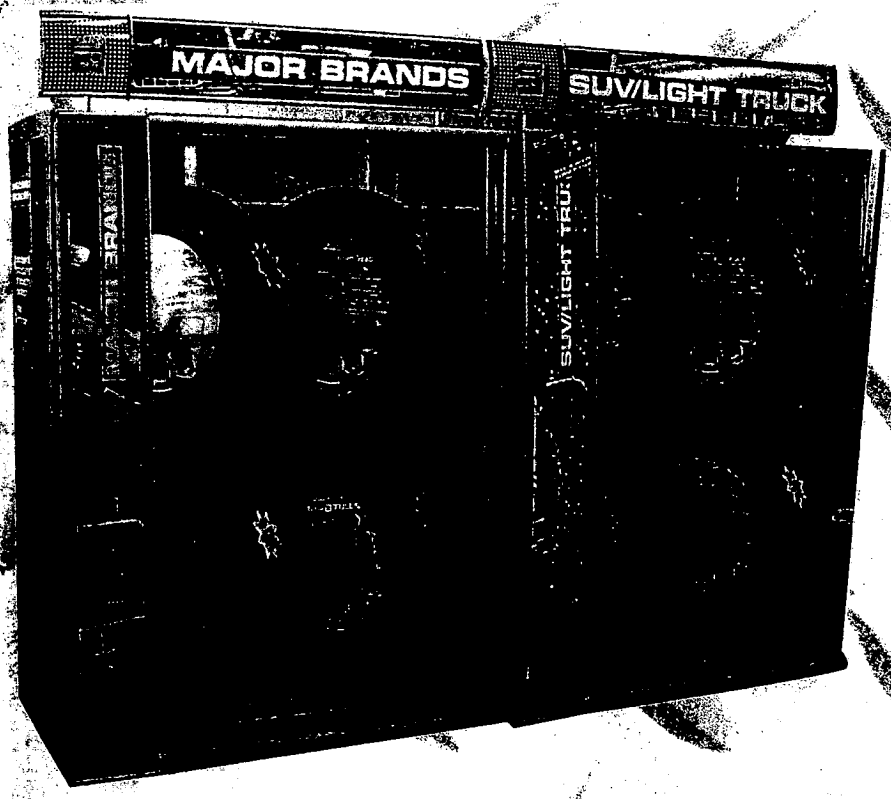
C. Checkout Counter w/ADA counter
This counter with the Side Counter creates modular furniture. This enables a store to configure the counters to their needs. The powder coated top makes it scratch resistant and easy to clean. (48"L x 31"W x 38"H)
Part# 277-003 · Price $1342.06

B

C



BIG O 01154



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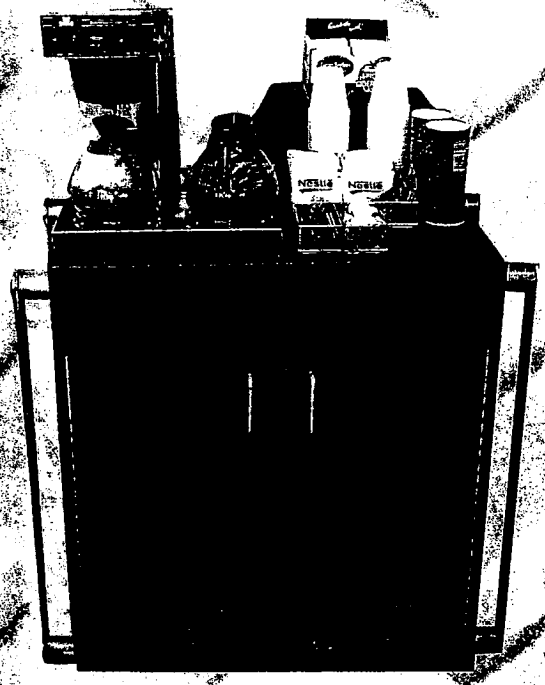


F

D. Tire Module
Displays four tires with an ultra modern look. It supports tires the way customers shop for them. This display is self-sustaining and does not need to be anchored to a wall. (55"L x 34"W x 84"H). Part# 277-001
Price $1225.85

E. 2nd Side for Tire Module
Kit converts a single side Tire Module into a two sided Tire Module. Part# 277-001A · Price $336.47

F. Coffee Counter
This counter has a corner pull-up shelf to fit into corners. The powder coated top makes it scratch resistant and easy to clean. (60"L x 20"W x 32"H) Part# 277-004
Price $749.41

BIG O 01155

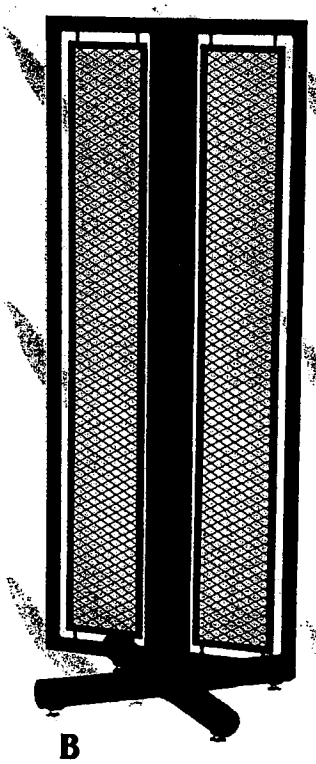
A. Wall Mount Wheel System

This smaller size give the display greater flexibility to be mounted. Holds three 16" wheels or two 20" wheels. The wheel system is mounted above other displays to take advantage of all wall space. The brackets are angled to give wheels easy viewing by customers. Mounting plates spaced to enable mounting on brick or studs. (66"L) Small enough to deliver by UPS to limit shipping costs. Part# 277-008
Price $150.00

A

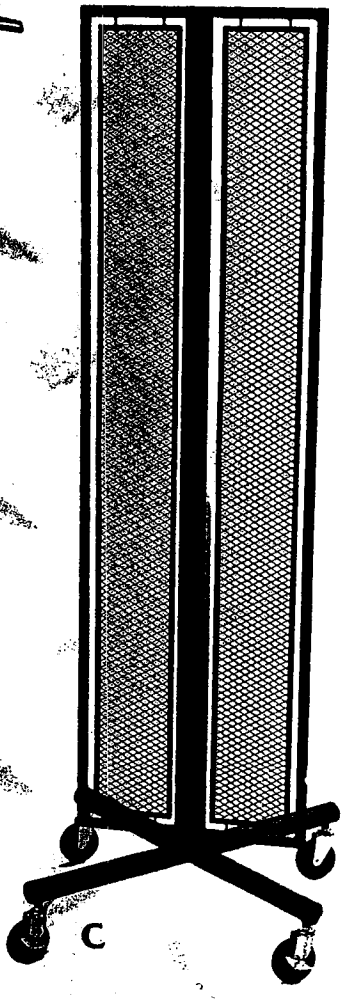
B. Counter Wheel Spinner

This display holds four wheels. Spinner is ideal to use on counters where space is limited. Display rotates 360 degrees to allow easy access to both sides of spinner. (15L x 15"W x 48"H) Small enough to deliver by UPS to limit shipping costs. Part# 277-007
Price $210.00


B

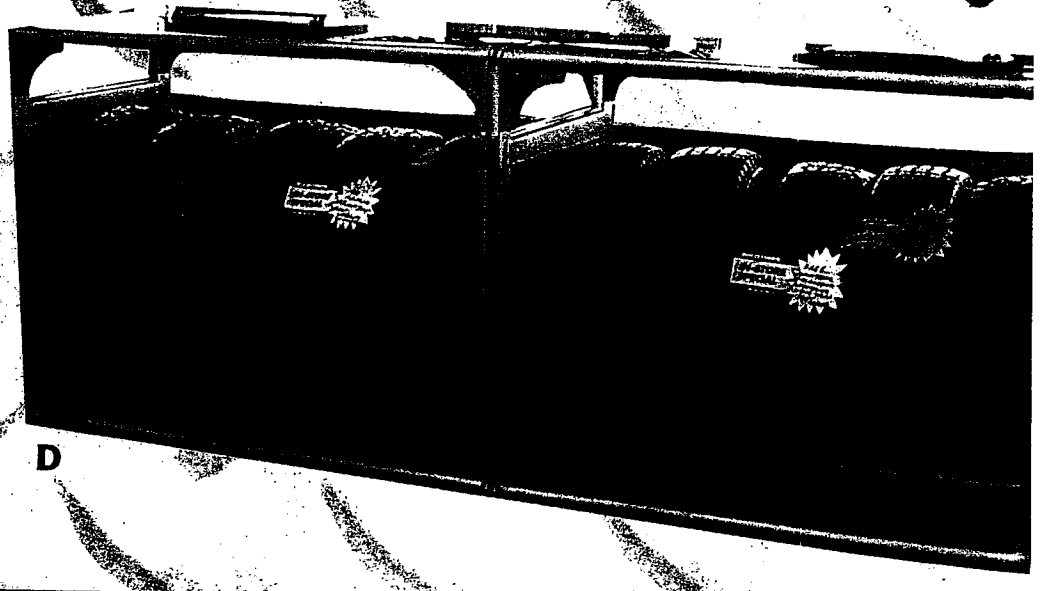
C. Floor Wheel Spinner

This display holds eight 16" wheels or six 20" wheels. Display rotates 360 degrees to allow easy access to both sides of spinner. Mounted on casters for easy moving. (27L x 27"W x 80"H) Small enough to deliver by UPS to limit shipping costs. Part# 277-006
Price $430.00


C

D. Tire Counter

This counter's smaller size makes this counter more flexible to place in the showroom. This display is ideal to put in front of windows. A store can display tires in front of windows and still have visibility to practice the VIP program. The powder coated top makes it scratch resistant and easy to clean. Holds five tires. (66"L x 30"W x 41"H) Part# 277-010
Price $711.96


D

E

E. Sales Kiosk

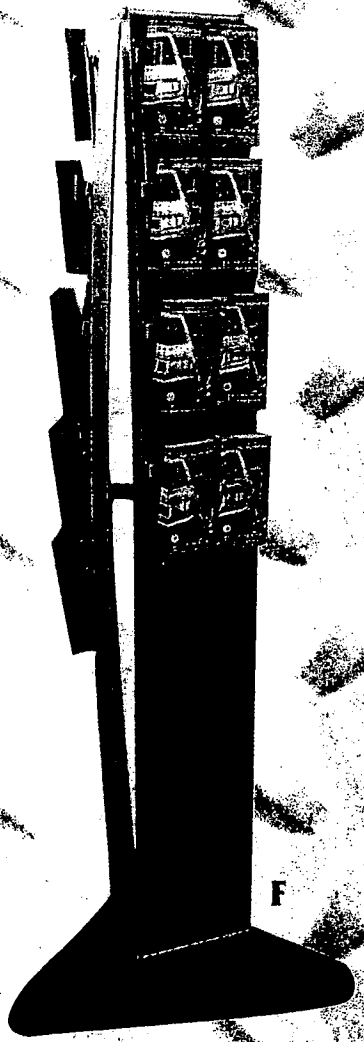
This sales tool allows the salesperson to work side by side the customer while working on the computer. This reduces possible barriers to closing a sale. The powder coated top makes it scratch resistant and easy to clean. (30"L x 30"W x 43"H) Part#: 277-002 • Price $670.47

F. Information Center

This display holds brochure holders and price cards holders. It has a metal wall and magnets which allows a place to display newspaper ads (27"L x 23"W x 75"H) Part# 277-009 • Price 569.16

G. Rolling Barrel Stack Display

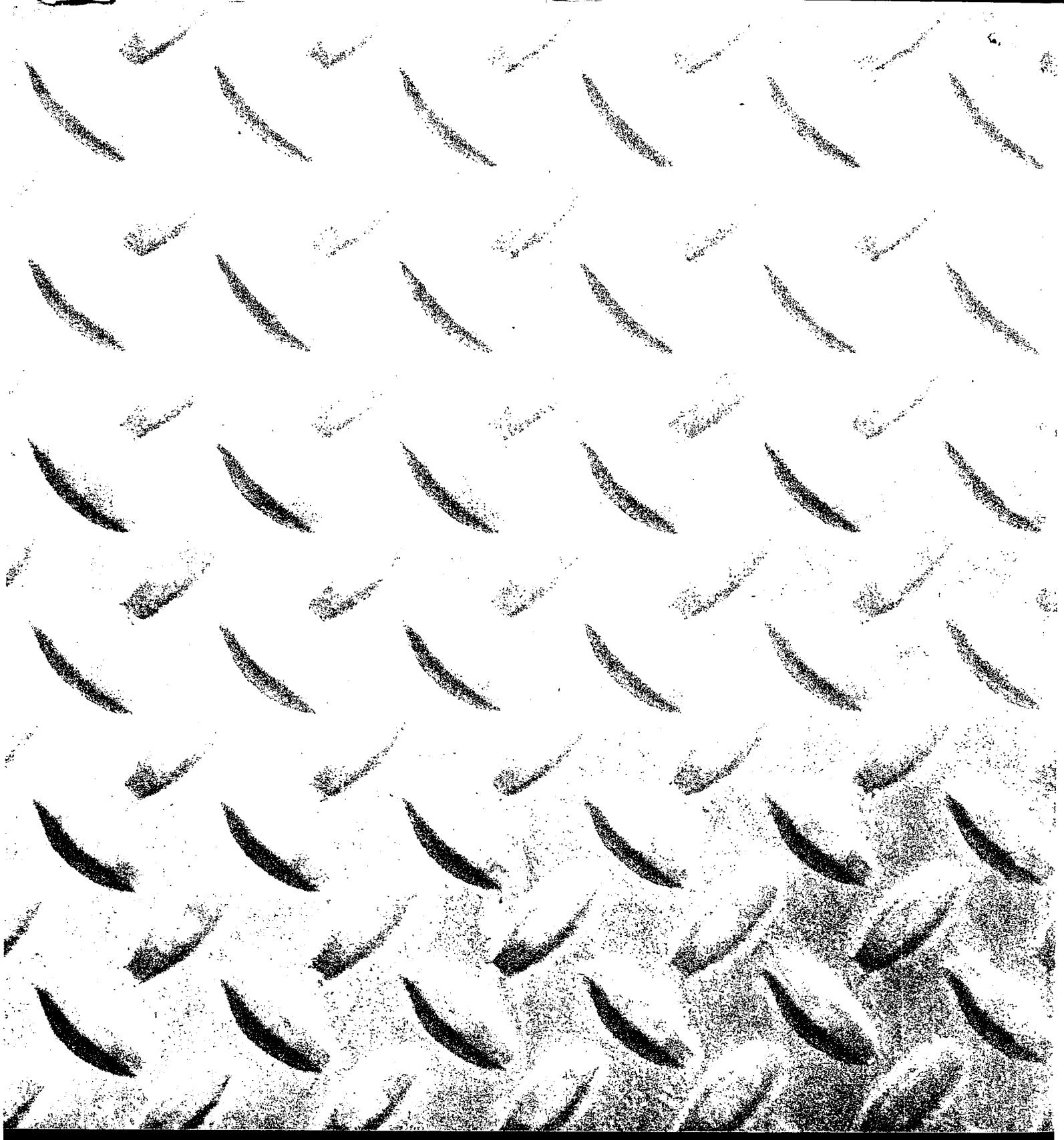
Mounted on five wheels to allow for easy rolling. The wheels are soft enough to roll on floor tile. This display is designed for indoor or outdoor use. Signs sold separately. (35"L x 35"W x 56"H) Small enough to deliver by UPS to limit shipping costs. Part# 277-011 • Price $149.95



F

G

BIG O 01157



Advertising

1-800-TEL-BIGO

BIG O 01158

BIG O TIRES

Apparel And P.O.S. Catalog

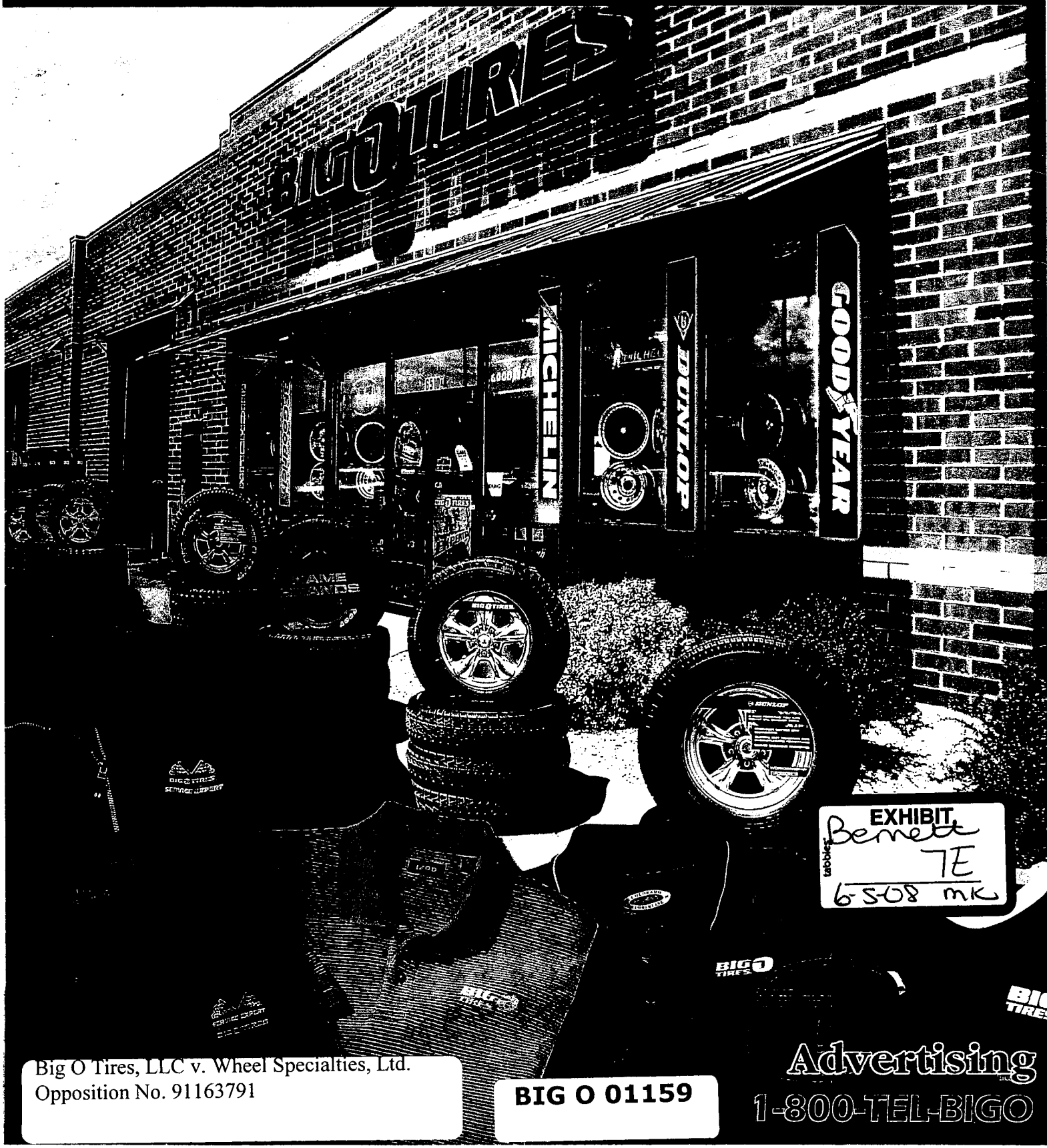


EXHIBIT
tabbies Bennett
7E
6-5-08 mk

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

BIG O 01159

Advertising
1-800-TEL-BIGO

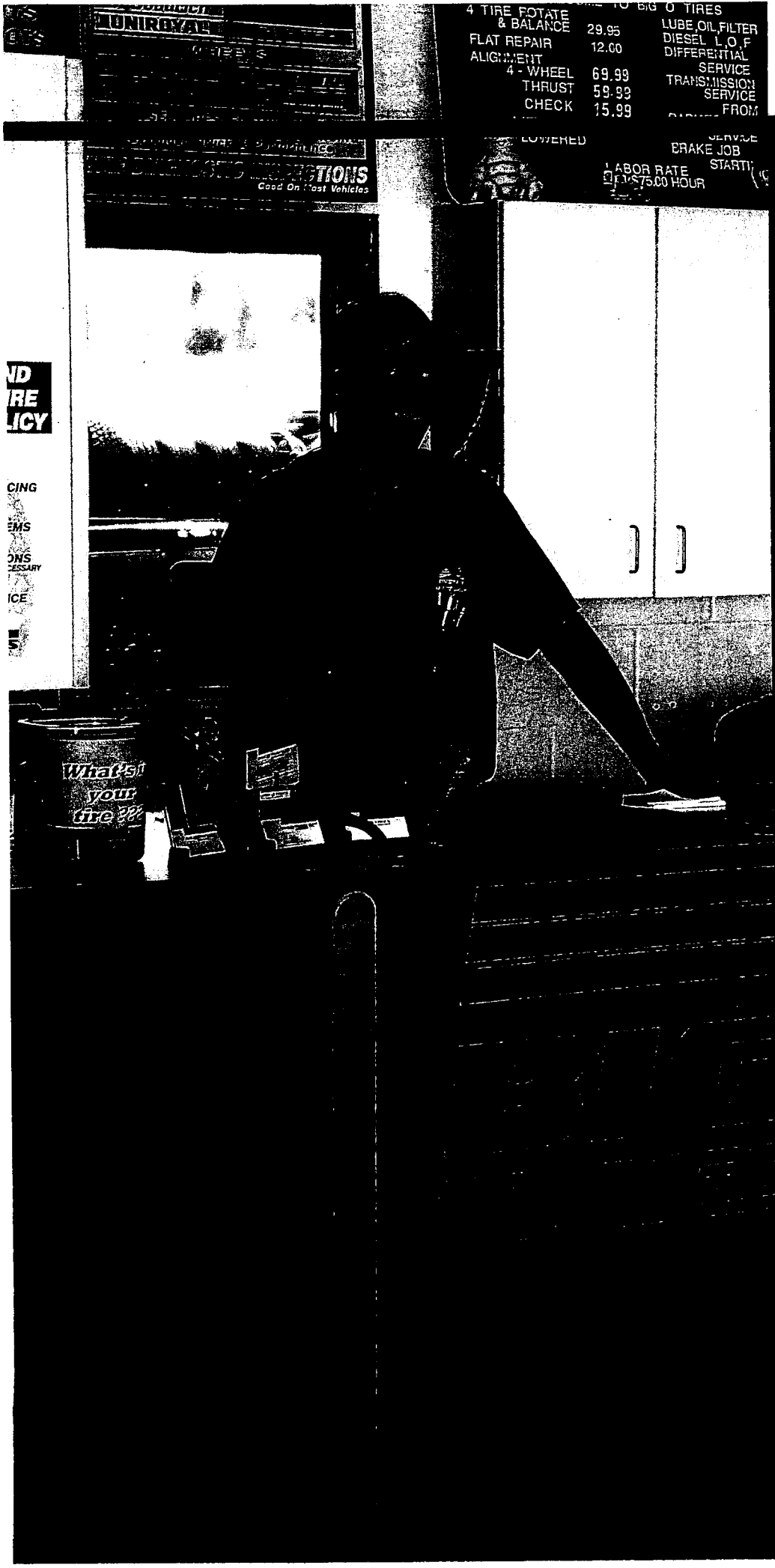
You have only one chance to make a good first impression with a customer. Store image may be that one chance. Enclosed in this O Advertising catalog are tools to help you achieve a positive initial perception. From standardized national uniforms to extensive point of sale selections, we offer the latest innovations in tire displays. These displays can increase your sales 7-15%. The O Advertising team will help you achieve that perfect first impression. With our knowledgeable staff, we are committed to providing An EnTirely Better Experience. Thank you for your support in 2005. We look forward to working with you in 2006.

Your O Advertising team

Advertising Inc.

1-800-TEL-BIGO

BIG O 01160



BIG O TIRES

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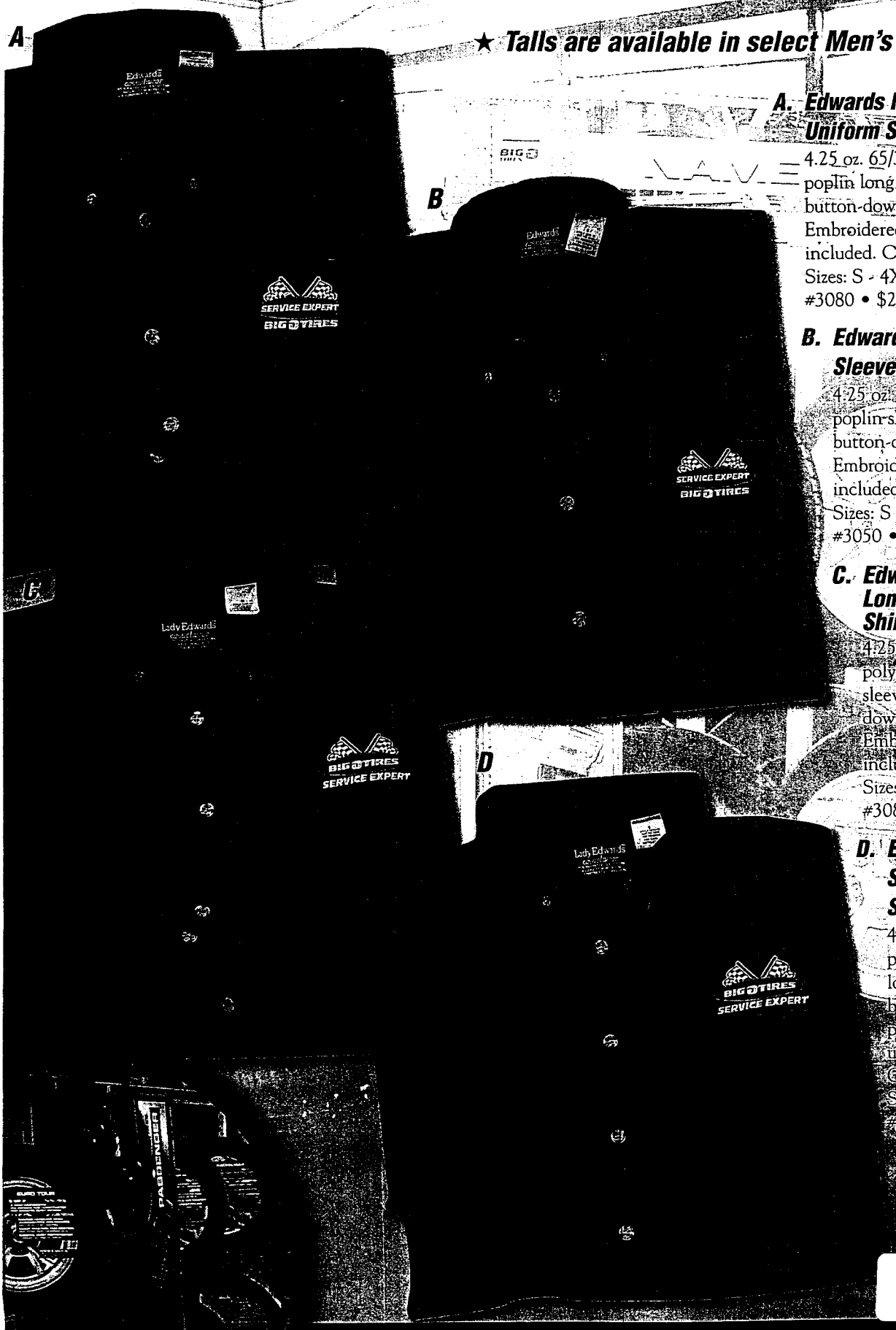
Due to fluctuation in materials, O Advertising reserves the right to change prices during the life of the catalog.

O Advertising
1-800-TEL-BIGO
BIG O 01161

BIG O TIRES

★ Talls are available in select Men's sizes ★



A. Edwards Men's Long Sleeve Uniform Shirt

4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red
Sizes: S - 4XL
#3080 • $24.95

B. Edwards Men's Short Sleeve Uniform Shirt

4.25 oz. 65/35 polyester/cotton poplin short sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red
Sizes: S - 4XL
#3050 • $22.95

C. Edwards Women's Long Sleeve Uniform Shirt

4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red
Sizes: XS - 2XL
#3085 • $24.95

D. Edwards Women's Short Sleeve Uniform Shirt

4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red
Sizes: XS - 2XL
#3055 • $22.95

BIG O 01162

E. Big O Mock Turtleneck

100% cotton, long-sleeve mock turtleneck. Constructed of heavyweight jersey fabric, pre-shrunk, rib-knit cuffs, double needle hem and neck. Color: Black
Sizes: S - 3XL
#1247 • $17.50

F. Uniform Windshirt

This sporty windshirt is constructed with a solid waistband and a striped collar and cuffs for added flair. Has flannel lining for added warmth. Color: Black/Red
Sizes: S - 4XL
#0012 • $25.95

G. Salesman Jacket

Nylon shell, body lined with heather grey jersey. Slight dropped tail, back open vent, and reflective piping trim. Color: Black/Scarlet
Sizes: S - 3XL
#9043 • $49.95

H. Work Jacket

Quilted supplex work jacket with water resistant outer shell. Elastic cuffs, waist and neck trim.
Color: Black
Sizes: S - 4XL
#1365 • $35.95

Sizes in XXL-XXXXL are slightly higher.

To Place Your Order,
Call Toll-Free 1-800-835-2446

Uniform Items, Service Patches & Buttons

Wool Blend Uniform Cap
80/20 acrylic/wool blend cap. 6 panel mid profile structured cap with velcro backing.
Color: Black
#004-2500 • $9.95

Embroidered Big O Tires Footprint Cap
Pro-Style black twill cap with red accents. Two-tone decorative bill. Embroidered on crown and bill. Cap features a fab tab closure. One size fits all.
#004-2420 • $9.95

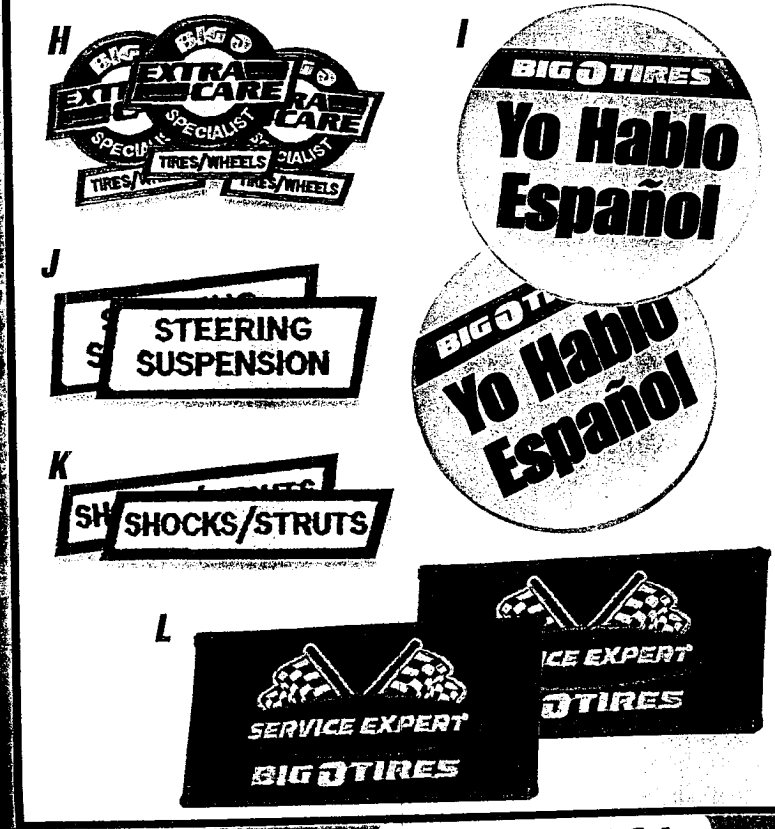
Poly Mesh Racing Cap
Adjustable back. One size fits all.
Colors: Black
#004-303B • $2.50

Puff Logo Uniform Cap
Six panel mid-profile brushed cotton. Logo in puff embroidery for 3-D look. Velcro closure in back.
Color: Black/Red
#004-2490 • $9.95

Black Racing Cap
Five panel cap with adjustable back. One size fits all.
#004-4105 • $4.00

Two-Tone Racing Cap
Adjustable back. One size fits all.
#004-4325 • $4.00

Knit Stocking Cap
100% heavyweight acrylic knit. One size fits all.
#004-2460 • $7.50



H. Tires/Wheels Extra Care Patch
#011-0060
$1.29 ea.

I. Yo Hablo Español Button
Part# 011-0082
$.55 ea.

J. Steering/ Suspension Patch
#011-0065
$.36 ea.

K. Shock/Strut Patch
#011-0066
$.36 ea.

L. Big O Uniform Patch
#011-C080
$.65 ea.

M. Cutter & Buck Tech Stretch Yacht Stripe

Clean-lined performance in soft cotton/spandex for easy movement and shrink resistance. Designed with a more contemporary fit. Crisp piping stripe across front and back, open sleeves and tipping at spandex enhanced collar. Contrasting C & B pennant embroidery at left sleeve. Dyed to match logo, buttons and side vents.
Color: Black/Stone • #5362 • Sizes M – 2XL • $47.95

N. Cutter & Buck Pima Micro Pique Stripe

Hardly just another polo. This exceptional Pima Cotton Striped has been enzyme-washed for unparalleled softness. The stripes are crisp, yet understated. A neat designed placket adds a note of refinement, as does the subtly tipped spandex enhanced collar and embroidered tonal C & B pennant on the sleeve hem.
Color: White/Coastal
#1292 • Size: M – 2XL • $49.95

O. Ping Dry-Fiber Knit Polo

60/40 cotton/poly dry-fiber fabric with a wicking finish, welted collar and cuffs, and double needle bottom hem with side vents. Has golfer's cut to allow for a perfect back-swing.
Color: Brick
#0330 • Sizes: M-2XL
$47.95

Prices for XXL-XXXXL may be slightly higher.

BIG O TIRES

A. Izod Microcord Shirt
Incredibly soft 6.5oz 100% cotton ottoman striped polo. Embroidered Izod logo on right sleeve. Hemmed bottom with side vents and dropped tail. Color: Sky Blue
#0044 • Sizes: M-2XL • $32.95

B. Adidas Athletic Polo
A comfortable sporty addition to your Big O Tires wardrobe. Heat transfer Clima Lite short sleeve polo. Two button placket, 3-stripe placket and collar. Open hem sleeve. Side vents and open bottom hem. 100% polyester. Color: Maroon/White
#0014 • Sizes: M-2XL • $47.95

C. Adidas Windshirt
"ClimaShell" Windshirt protects you from the elements with a shield of tightly woven polyester microfiber filaments that is naturally lightweight, breathable and resistant to water and wind. Engineered to keep you dry and comfortable.
Color: Navy
#0005 • Sizes M-2XL • $59.95

D. Pique Polo

100% Cotton heavyweight inexpensive polo. Soft fashion-knit contoured collar and ribbed cuffs and three wood toned buttons. Color: Natural
#6002-N • Sizes: S-3XL • $17.95

E. Pique Polo

100% Cotton heavyweight inexpensive polo. Soft fashion-knit contoured collar and ribbed cuffs and three wood toned buttons. Color: Forest
#6002-F • Sizes: S-3XL • $17.95

F. Timberline Pique Sport Polo

Microfiber (super soft) pique knit. This fabric has a moisture wicking quality keeps you cool and dry. Patented permafold collar. Won't curl.
Color: Charcoal
#0776 • Sizes: M – 2XL • $24.95

Prices for XXL-XXXXL may be slightly higher.

BIG O TIRES

Timberline Mock Turtleneck

This light and airy short sleeve mock turtleneck has a moisture management quality at a very reasonable price. Try it out. Color: Navy.
#0467 • Sizes: S - 3XL • $18.95

Timberline Raglan Polo

Raglan sleeve uniquely color blocked for sporty look. Ultra soft three layer microfiber fabric with the moisture wicking feature and patented permafold collar. Color: White/Red
#0775 • Sizes: M - 2XL • $28.95

Sport Tek Pique Knit Polo

This sporty shirt has comfort, style and affordability. 100% ring spun combed cotton: double needle stitched throughout, side vents, side seams, flat knit collar and cuffs, and metal buttons.
Color: Black/Grey
#0477 • Sizes: M - 2XL • $24.50

BIG O 01168

To Place Your Order,
Call Toll-Free 1-800-835-2446

D. Diport Freestyle Polo.

Luxurious smooth blend pique is loaded with extra details for lasting good looks. Side seam and sleeve contrasting piping detail adds a sporty touch. Hemmed sleeves and bottom, tipped collar and three button placket add to its exceptional value. Color: Royal/White
#3483 • Sizes: M – 2XL • $24.95

E. Harriton Polo

6 oz. 100% Ring spun cotton interlock polo with contrasting one color tipping on collar and cuffs. Color: White/Black
#0[illegible] • Sizes: M – 2XL • $[illegible]

F. Vantage Chest Striped Polo

Lightweight 100% cotton baby pique, tri-colored chest stripes polo. Great young look. Color: Navy
#[illegible]10 • Sizes: M – 2XL • $2[illegible]

Prices for XXL-XXXXL may be slightly higher

BIG O 01169

A. Ash City Jacquard Polo

This classy looking polo has it all. It is made with 100% micro polyester fabric. Moisture management, anti-bacterial fabric treatment and UV protection against the sun. How do they pack all that in one fabric treatment?
Color: Mineral
#8504 • Sizes M–2XL • $39.95

Prices for XXL-XXXXL may be slightly higher.

B. Polynosic Dress Shirt

A clean and classy look that's always in style. 83/17 Polynosic/poly blend, subtle yarn-dyed micro check pattern, 2 back pleats, hidden button-down collar, button-through sleeve plackets, dyed-to-match pearlized buttons. Color: Steel
#0630 • Sizes M–2XL • $42.95

BIG O 01170

C. Pro Celebrity Ladies Polo

Great looking 4.5 oz. Moisture management polo. Five button placket and cap sleeves make for great styling.
Color: Cardinal
#0297 • Sizes S-XL • $36.95

D. Vantage Ladies Stretch Polo

97% Cotton/spandex blend. 6 oz. Stretch pique Polo. Collar and cap sleeves have white tipping trim.
Color: Black
#2711 • Sizes S – 2XL • $30.95

E. Ash City Ladies Johnny Collar Jersey Golf Shirt

Solid jersey body with pencil striped detail on the V-neck collar and cuffs.
Color: Newport Blue
#7500 • Sizes S–XL • $21.95

BIG O 01171

BIG O TIRES

A. Ladies Cap Sleeve Baseball T-shirt

4.2 oz. jersey ring spun cotton tee. Youthful styling and sizing makes this a really cute look for an outing. Color: Grey/Black
#0118 • Sizes M-XL • $11.95

B. Ladies Vintage Ringer T-Shirt

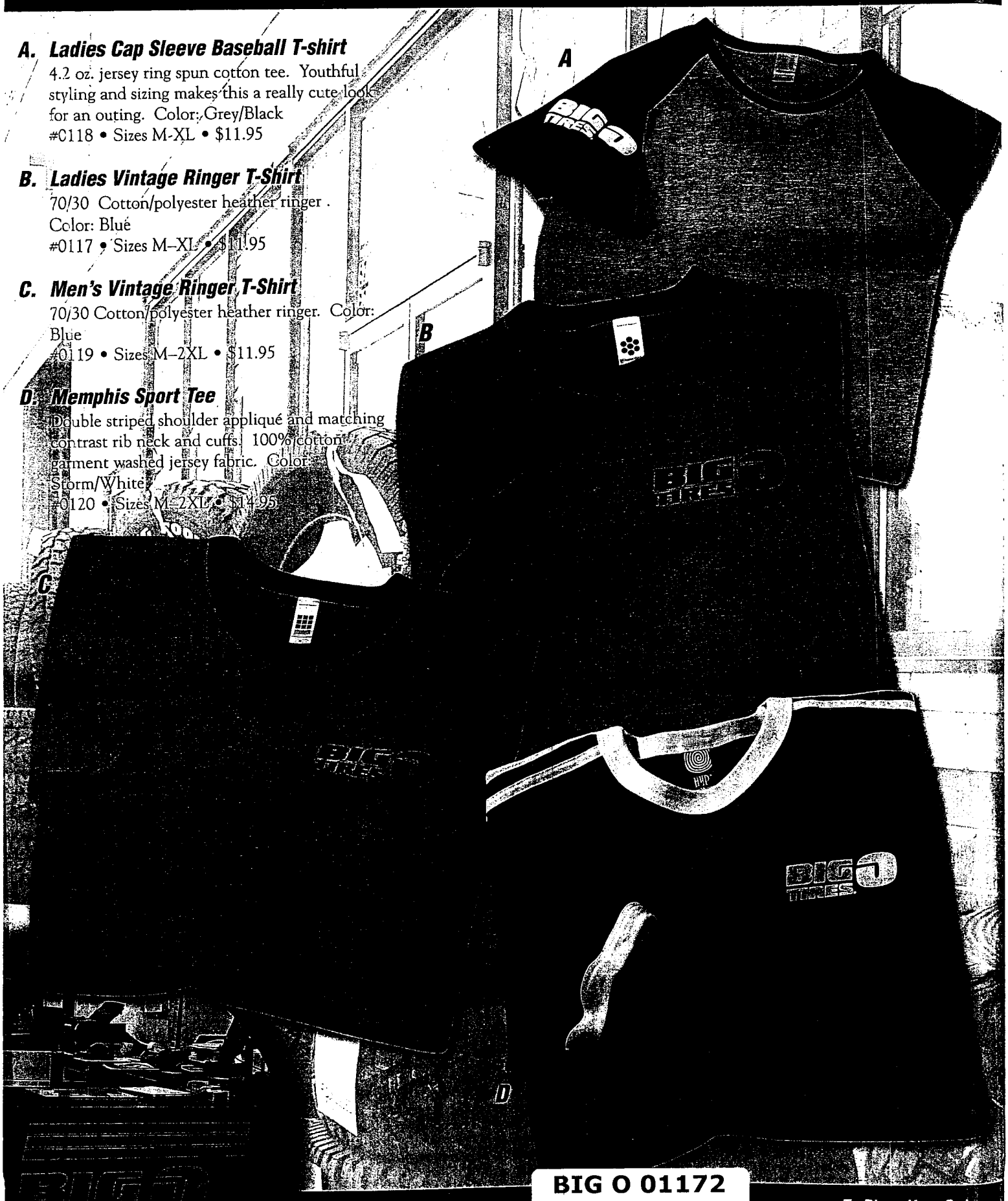
70/30 Cotton/polyester heather ringer . Color: Blue
#0117 • Sizes M–XL • $11.95

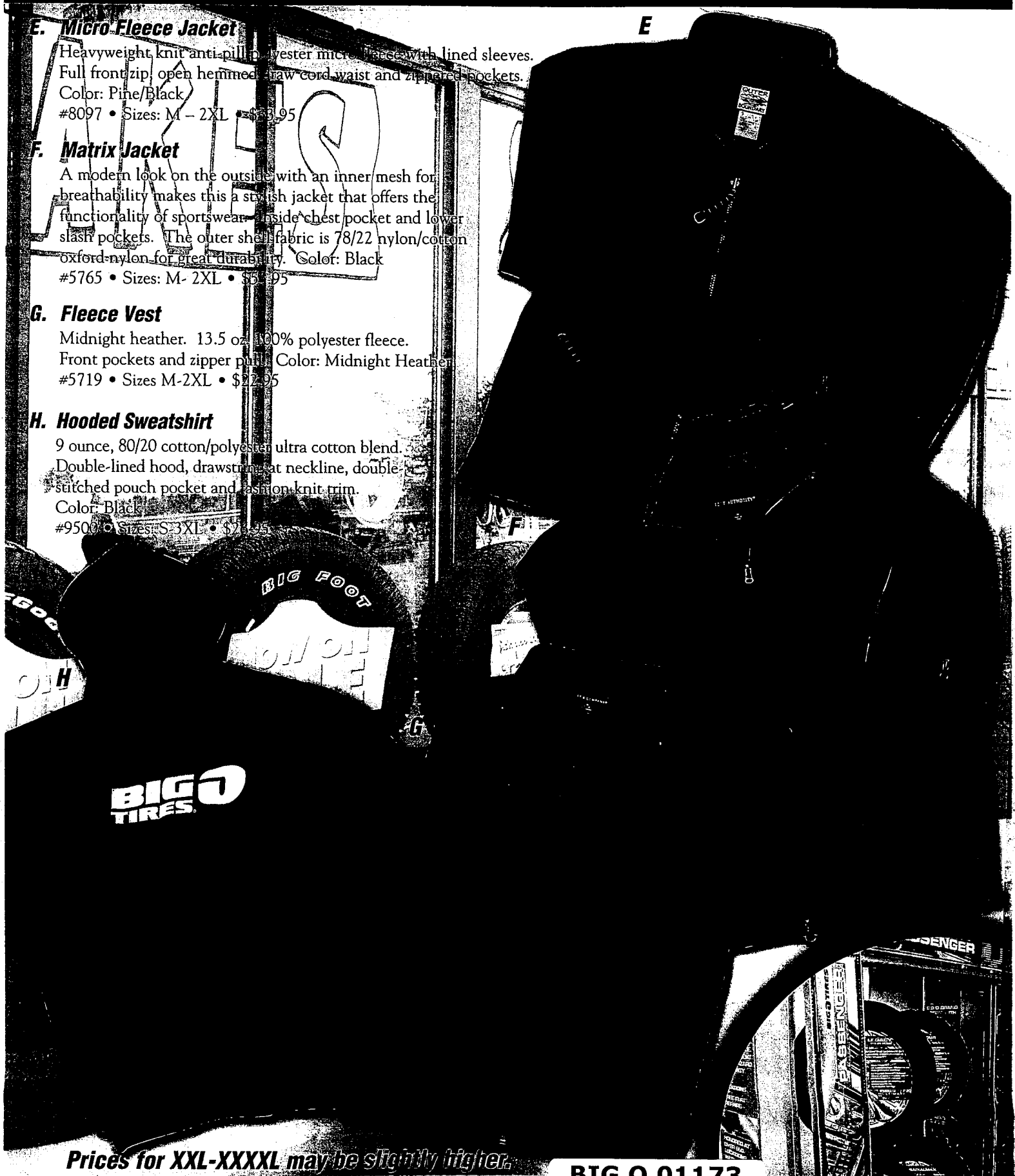
C. Men's Vintage Ringer T-Shirt

70/30 Cotton/polyester heather ringer. Color: Blue
#0119 • Sizes M–2XL • $11.95

D. Memphis Sport Tee

Double striped shoulder appliqué and matching contrast rib neck and cuffs. 100% cotton garment washed jersey fabric. Color: Storm/White
#0120 • Sizes M–2XL • $14.95





E. Micro-Fleece Jacket

Heavyweight knit anti-pill polyester micro-fleece with lined sleeves. Full front zip, open hemmed, draw cord waist and zippered pockets. Color: Pine/Black
#8097 • Sizes: M – 2XL • $35.95

F. Matrix Jacket

A modern look on the outside with an inner mesh for breathability makes this a stylish jacket that offers the functionality of sportswear – inside chest pocket and lower slash pockets. The outer shell fabric is 78/22 nylon/cotton oxford-nylon for great durability. Color: Black
#5765 • Sizes: M- 2XL • $55.95

G. Fleece Vest

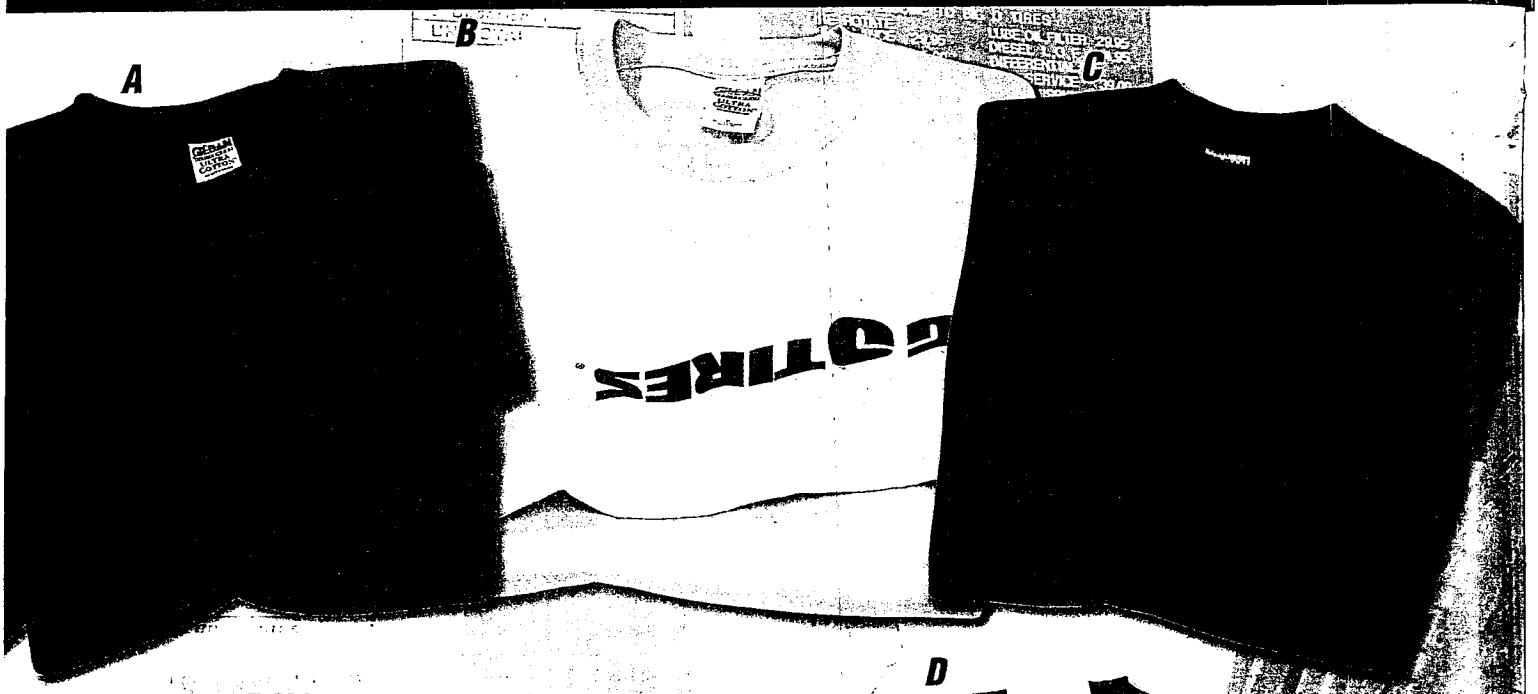
Midnight heather. 13.5 oz. 100% polyester fleece. Front pockets and zipper pull. Color: Midnight Heather
#5719 • Sizes M-2XL • $22.95

H. Hooded Sweatshirt

9 ounce, 80/20 cotton/polyester ultra cotton blend. Double-lined hood, drawstring, rat neckline, double-stitched pouch pocket and fashion knit trim.
Color: Black
#9500 • Sizes: S-3XL • $28.95

Prices for XXL-XXXXL may be slightly higher.

BIG O TIRES



Adult long sleeve T-Shirt

100% preshrunk cotton t-shirt. Taped neck and shoulders; double-needle stitching throughout. Color: Maroon. #0240-M • Sizes: M – 3XL • $10.95

Adult long sleeve T-Shirt

100% preshrunk cotton t-shirt. Taped neck and shoulders; double-needle stitching throughout. Color: Sand. #0240-S • Sizes: M – 3XL • $10.95

Youth long sleeve T-Shirt

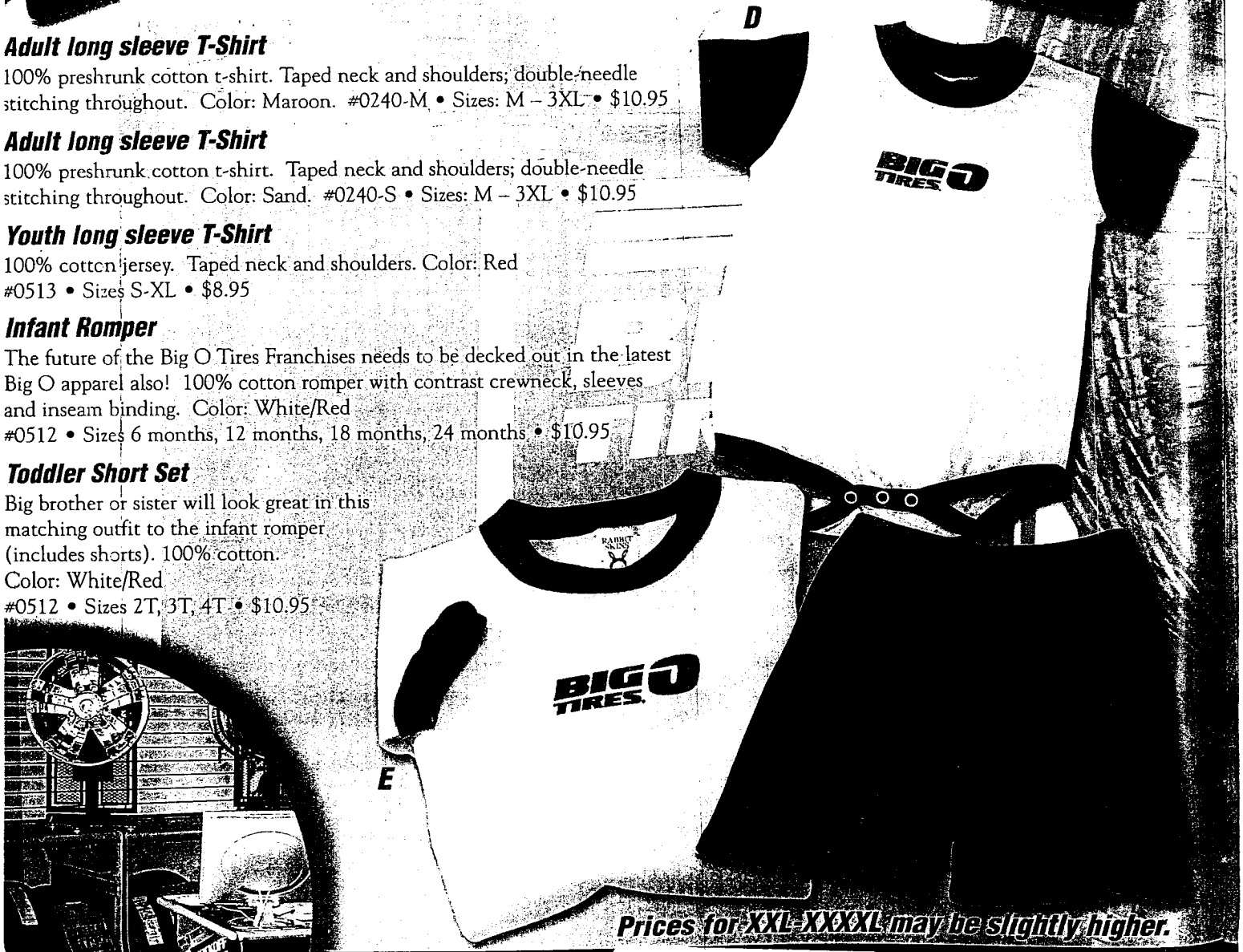
100% cotton jersey. Taped neck and shoulders. Color: Red
#0513 • Sizes S-XL • $8.95

Infant Romper

The future of the Big O Tires Franchises needs to be decked out in the latest Big O apparel also! 100% cotton romper with contrast crewneck, sleeves and inseam binding. Color: White/Red
#0512 • Sizes 6 months, 12 months, 18 months, 24 months • $10.95

Toddler Short Set

Big brother or sister will look great in this matching outfit to the infant romper (includes shorts). 100% cotton.
Color: White/Red
#0512 • Sizes 2T, 3T, 4T • $10.95



Prices for XXL-XXXXL may be slightly higher.

To Place Your Order, Call Toll-Free 1-800-835-2446

F. Low Profile Cap

Low profile unconstructed sanded/bio washed fabric. Pre-curved visor with matching undervisor. Tuck away frabric strap with anique buckle.
Color: Slate
#004-2710 • $9.95

G. Low Profile Cap

Low profile unconstructed sanded/bio washed fabric. Pre-curved visor with matching undervisor. Tuck away fabric strap with anique buckle.
Color: Charcoal
#004-2720 • $9.95

H. Low Profile Cap

Low profile unconstructed sanded/bio washed fabric. Pre-curved visor with matching undervisor. Tuck away fabric strap with anique buckle.
Color: Cardinal
#004-2730 • $9.95

I. Micro Suede Cap

Faux suede fabric, 6 panel; mid profile constructed, contrasting embroidered eyelets. Self fabric button, Velcro closure, self mesh lining.
Color: Orange
#004-2750 • $11.95

J. Micro Suede Cap

Faux suede fabric, 6 panel; mid profile constructed, contrasting embroidered eyelets. Self fabric button, Velcro closure, self mesh lining.
Color: Navy
#004-2740 • $11.95

K. Micro Suede Cap

Faux suede fabric, 6 panel; mid profile constructed, contrasting embroidered eyelets. Self fabric button, velcro closure, self mesh lining.
Color: Slate
#004-2760 • $11.95

L. Patriotic Cap

Medium profile cap with constructed [illegible] panel. Flag embroidery on side of [illegible] on back. [illegible] on backside [illegible]
#004-2[illegible] • $[illegible]

BIG O 01175

BIG O TIRES

A. Youth Cap
100% polyester mesh, structured medium profile cap with velcro closure, stitched eyelets and fashion curved bill.
Color: Black
#004-2780 • $7.95

B. Ladies Scrunchie Cap
Mesh-lined brushed twill cap. Features a fabric covered elastic scrunchie on back for ponytails.
Color: Periwinkle
#004-2770 • $9.95

C. Beanie
Double striped beanie. 60/40 cotton/acrylic. One size fits all.
Color: Grey/Navy
#004-2450 • $8.95

D. Camouflage Beanie
100% acrylic. One size fits all.
Color: Camouflage
#004-4460 • $8.95

E. Aussie Cap
Washed Twill with fabric chin cord. Has four mesh brass eyelets and side snap. Sizes: Sm/Med or Lg/Xl. Color: Khaki
#004-2790 • $9.95

F. Solid Orange Hunting Cap
Call for availability.
#004-4868 • $3.40

G. Orange Camouflage Cap
Call for availability.
#004-9229 • $3.75

H. Green Camouflage Cap
Call for availability.
#004-3690 • $3

BIG O 01176

I. —Travel Mug

Acrylic outer surface with satin finish. Stainless steel liner, molded drink thru lid. 16 oz.
Color: Red/Black
#034-0009 • $9.95

J. Frosted Glass

16 oz.
#034-0006 • $4.95

K. Café Mug

16 oz .
#034-0008 • $6.50

L. Black Coffee Mug

#034-0007 • $2.25

M. Shot Glass

#034-0005 • $1.95

N. Stadium Cup

16 oz.
#034-C165 • $.70

O. Can Cooler

#034-0010 • $1.40

P. Air Gauge

Reads up to 75 psi
#007-5600 • $1.99

Q. Bottle Opener Key Chain

#011-600C • $.72

R. Click Pen

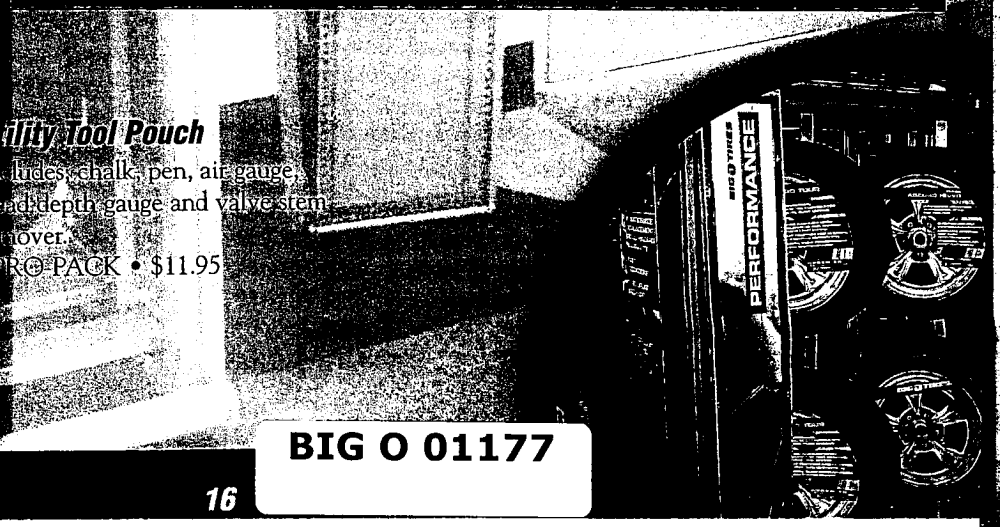
#009-[illegible] • $.29

S. Frisbee

#[illegible] • $7.10

T. Utility Tool Pouch

Includes chalk, pen, air gauge, tread depth gauge and valve stem remover.
#PRO-PACK • $11.95



BIG O 01177

Specialty Items

A. Golf Towel
#012-0004 • $8.50

B. Golf Pouch
#012-POUC • $3.40

C. Ice Scraper with Brush
#013-AA61 • $3.95

D. Lollypops
50 per bag.
#001-MA20 • $3.95

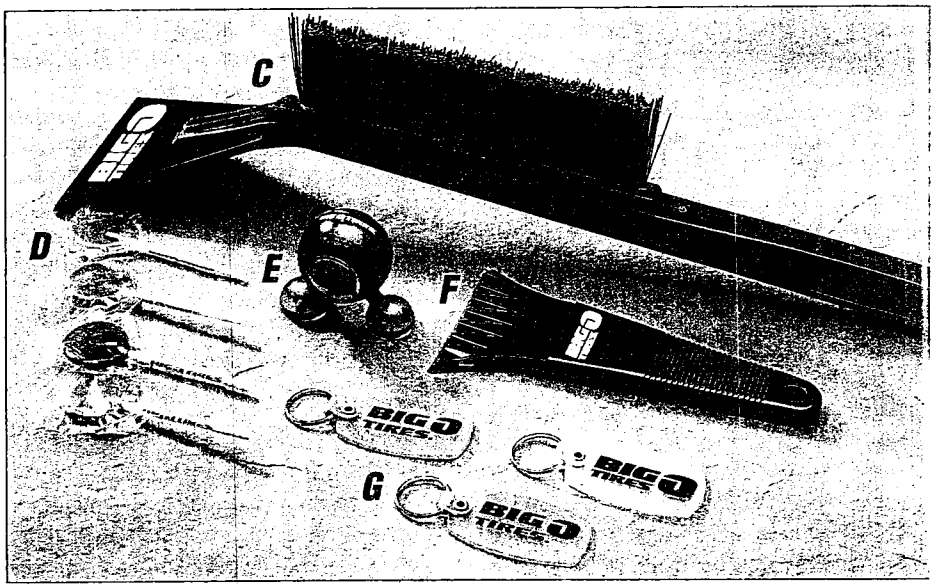
E. Bubbleman Clock
Turn the clock 360 degrees and you can still read the time. Suction cup feet attach to most surfaces. Color: Red
#037-5240 • $3.95

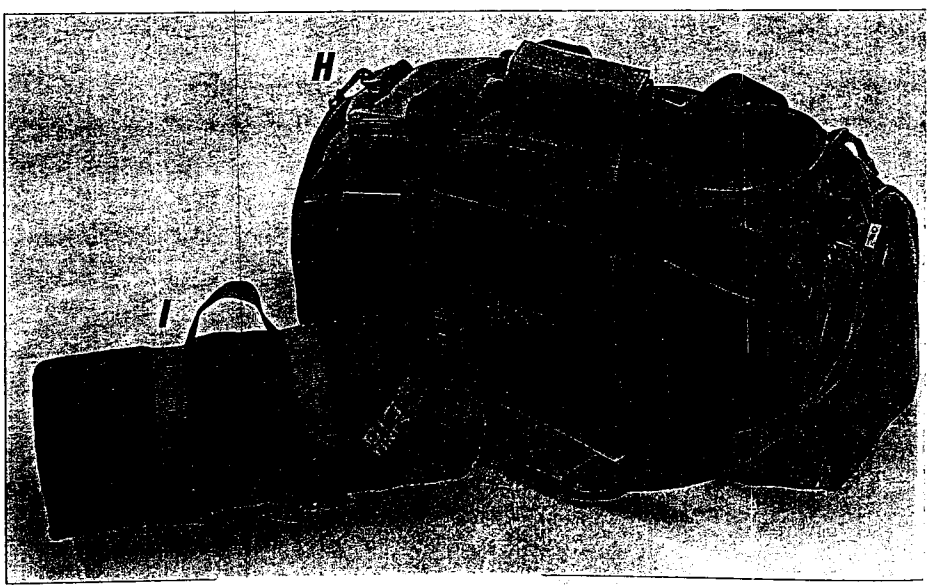
F. Ice Scraper
#013-0107 • $1.30

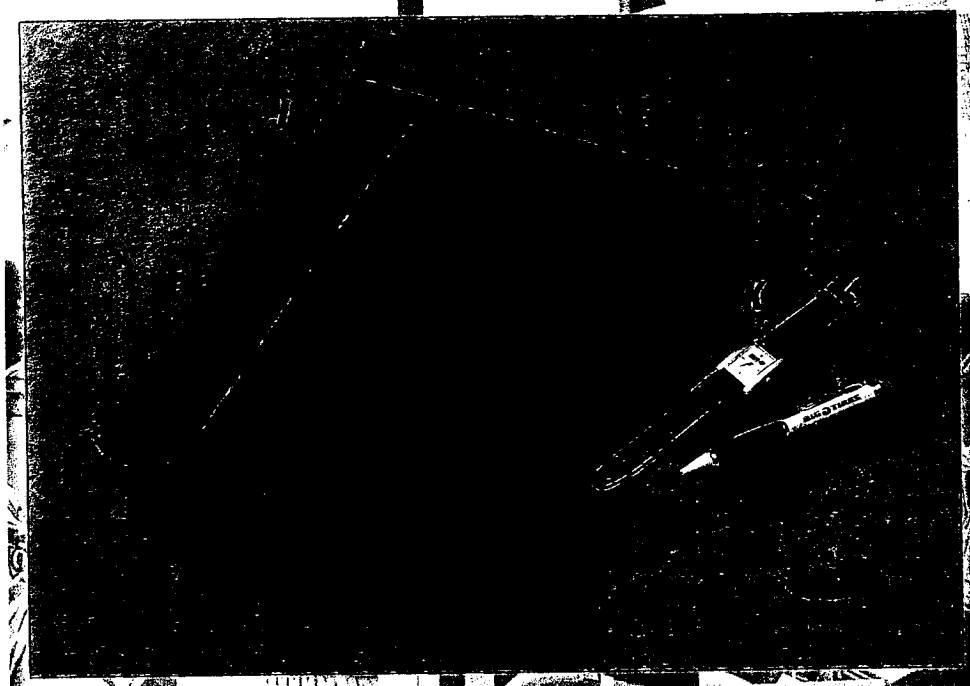
G. Key Fob
#011-AA60 • $.51

H. Athletic Bag
Red/Black. Durable 600 denier polyester fabric, small front side pocket, right side zippered pocket and side wet pocket. Dimensions: 21" L x 10.75" H x 9.5" W. Color: Red/Black
#ATHLETIC BAG • $18.95

I. Fleece Blanket
13.5 oz. 100% spun polyester fleece blanket. Measures 50" X 60". Hat. Comes with handy carrying strap. Color: Black
#012-0001 • $13.95







J. Large Notebook with pen
#030-0500 • $7.95

K. Watch / Pen Set
Unisex style watch with leather band. Elegant pearl finish brass ballpoint with rubber grip.
#037-0010 • $20.95

Teddy Bear with T-Shirt
Black bear – Red T-shirt. Squeezable, huggable plush.
12-14" tall.
#036-0002 • $15.95

M. Slim Wall Clock
12" Diameter Clock with flat surface frame. Quartz analog movement. One AA battery included.
#[illegible]-5200 • $[illegible] ea.

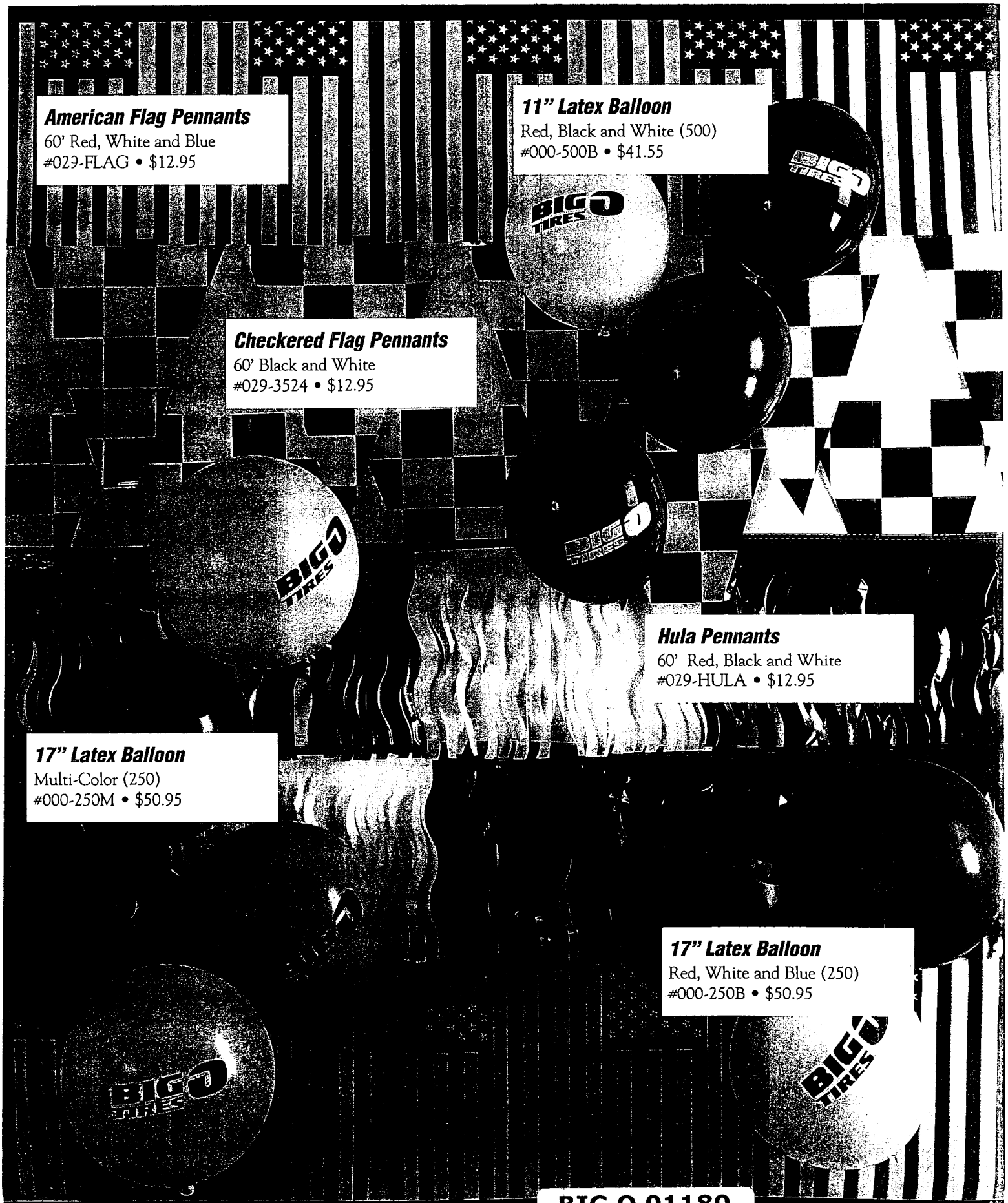
Want Customers To Remember YOUR Store Specifically?

Want to give the customer something extra to make them a loyal, return customer?

Check Out Our Customizable Specialty Items!

Large selection of items that make great giveaways, at low prices. See back cover for complete details.

Balloons & Pennants



American Flag Pennants
60' Red, White and Blue
#029-FLAG • $12.95

11" Latex Balloon
Red, Black and White (500)
#000-500B • $41.55

Checkered Flag Pennants
60' Black and White
#029-3524 • $12.95

Hula Pennants
60' Red, Black and White
#029-HULA • $12.95

17" Latex Balloon
Multi-Color (250)
#000-250M • $50.95

17" Latex Balloon
Red, White and Blue (250)
#000-250B • $50.95

BIG O 01180

A. These tire centers are available only through O Advertising.*

- Big Foot All Terrain
- Aspen
- Big Foot Duel Groove
- Dunlop Performance
- Euro Tour Passenger
- Euro Tour Performance
- Fulda Assuro
- Fulda Quantum Elite
- Fulda Extremo
- Falken 329
- Falken 502
- Falken Light Truck
- Falken Performance
- BF Goodrich Light Truck
- BF Goodrich Passenger
- BF Goodrich Performance
- Goodyear Light Truck
- Goodyear Passenger
- Goodyear Performance
- Goodyear Ultra LS
- Big Foot HT
- Michelin Light Truck
- Michelin Passenger
- Michelin Performance
- Big Foot MT
- Pathmax RT
- Radialmax
- Big Foot Sport Touring
- Sun Valley AT
- SXP GT
- Legacy Tour Plus
- Vengeance
- Yokohama Passenger
- Yokohama Performance
- Big Foot XT

Also available in generic format:

- Passenger
- Performance
- Light Truck

B. Specialty Tire Centers**

These bold interior signs call attention to featured messages #TC-MA • $4[illegible]

Other Specialty Tire Inserts available: Instant Financing, Sale, and As Advertised

C. "Sale" Tire Centers

#TC-Sale • $35.95 [illegible]

***All inserts are subject to change based on product line additions and/or deletions during the sales year.**

****Styrene backers sold separately.**

To Place Your Order,
Call Toll-Free 1-800-835-2446

20

BIG O 01181

BIG O TIRES

A. Used Tires
#TC-UT • $15.95

B. Now On Sale
#TC-NO • $15.95

C. Instant Financing
#TC-FI • $15.95

D. As Advertised
#TC-AA • $15.95

E. Name Brands
#TC-MB • $15.95

F. Free Inspection
#TC-IN • $15.95

G. Performance Driven
#TC-PI • $13.34

Insert Dowel With Tire Center As Shown To Provide More Durability For Exterior Usage.

Don't You Want

BANNER SALES?

Big, bold and highly visible, these banners are attractive enough to use alone, or in conjunction with other Point of Sale materials. Their size, and direct message were designed to quickly attract drive-by customers. Screen printed on durable Tyvek, or Poly means these banners are ideal for either indoor or outdoor usage.

H

I

H. Free Shuttle
4' x 4' Poly w/grommets
#007-0066
$19.95

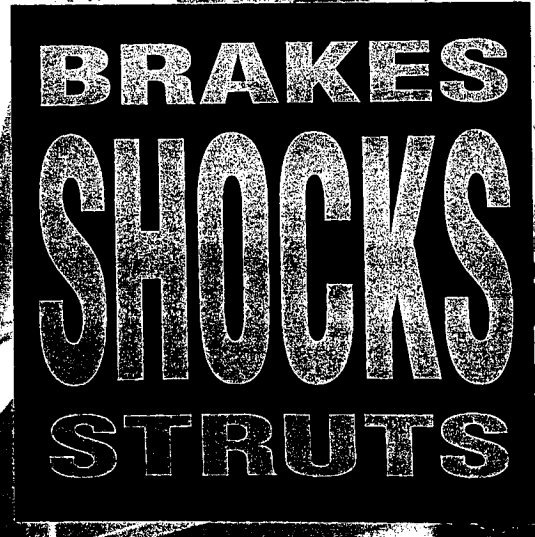
I. Used Tires
4' x 4' Poly w/grommets
#007-0043
$19.95

J. Grand Opening Sale
4' x 4' Poly w/grommets
#007-0045
$19.95

K. Brakes/Shocks/Struts
4' x 4' Poly w/grommets
#007-0052
$19.95

J

K



BIG O TIRES

A. Service Done Right
4' x 4' Poly
#007-0057 • $19.95

B. Se Habla Español
4' x 4' Poly w/grommets
#007-0069 • $19.95

A

B

C. Sale
4' x 4' Poly w/grommets
#007-0041 • $19.95

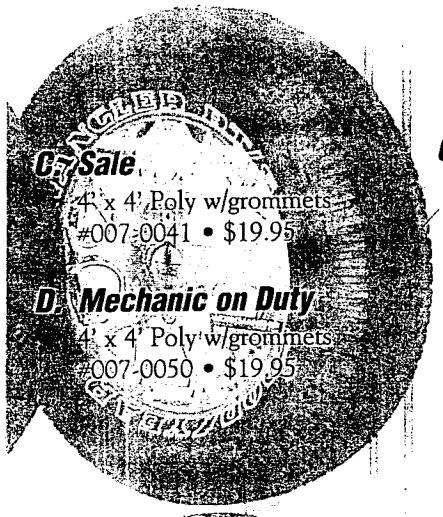
D. Mechanic on Duty
4' x 4' Poly w/grommets
#007-0050 • $19.95

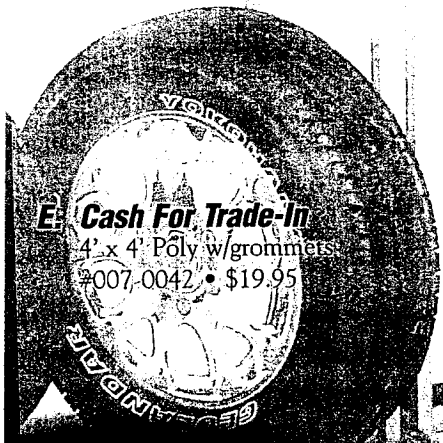
C

D

E. Cash For Trade-In
4' x 4' Poly w/grommets
#007-0042 • $19.95

E





BIG O 01184

To Place Your Order,
Call Toll-Free 1-800-835-2446

G. Michelin
Now Available Banner
2' x 10' Tyvek
#002-4001 • $19.95

H. Free Inspection Banner
2' x 10' Poly
#002-0045 • $19.95

I. Alignment - Extra Care
2' x 8' Tyvek
#002-0018 • $19.95

J. Big O Tires Logo
2' x 8' Poly
#002-0043 • $20.95

K. Cash for Trade-In
2' x 8' Poly
#002-CASH • $19.95

L. Big O Tires Logo Decals
See provided chart for sizes and pricing. Logos may be used on trailers and/or vehicles.

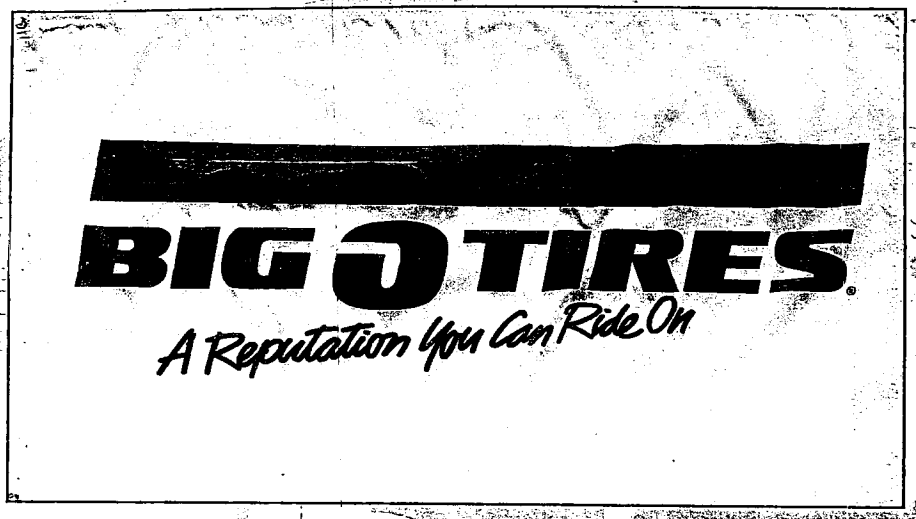
6" x 52" Black Vinyl #010-0001 • $19.95	3" x 26" Black Vinyl #010-0005 • $8.95	6" x 52" White Vinyl #010-0008 • $19.95
9" x 77" Black Vinyl #010-0002 • $33.95	4.5" x 39" Black Vinyl #010-0006 • $17.95	.875" x 6" Black Vinyl #010-0009 • $6.50
2" x 18" Black Vinyl #010-0003 • $6.95	4.5" x 39" White Vinyl #010-0007 • $17.95	3" x 26" White Vinyl #010-W322 • $8.95

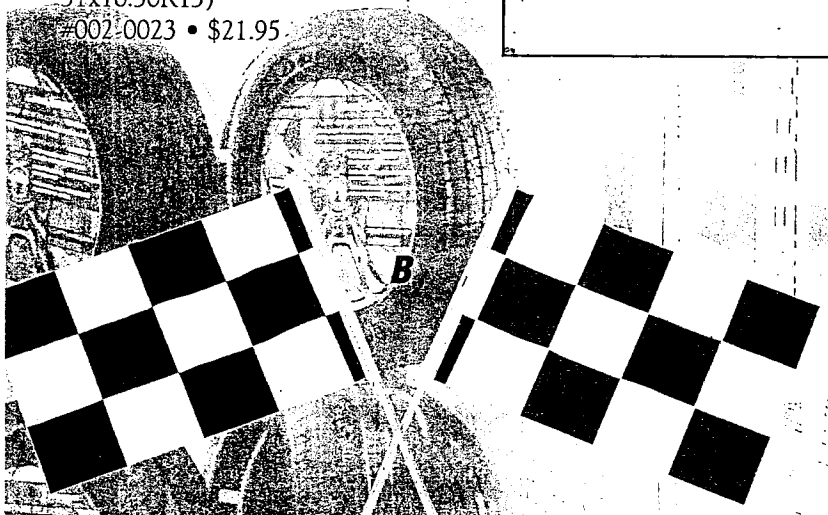
BIG O TIRES

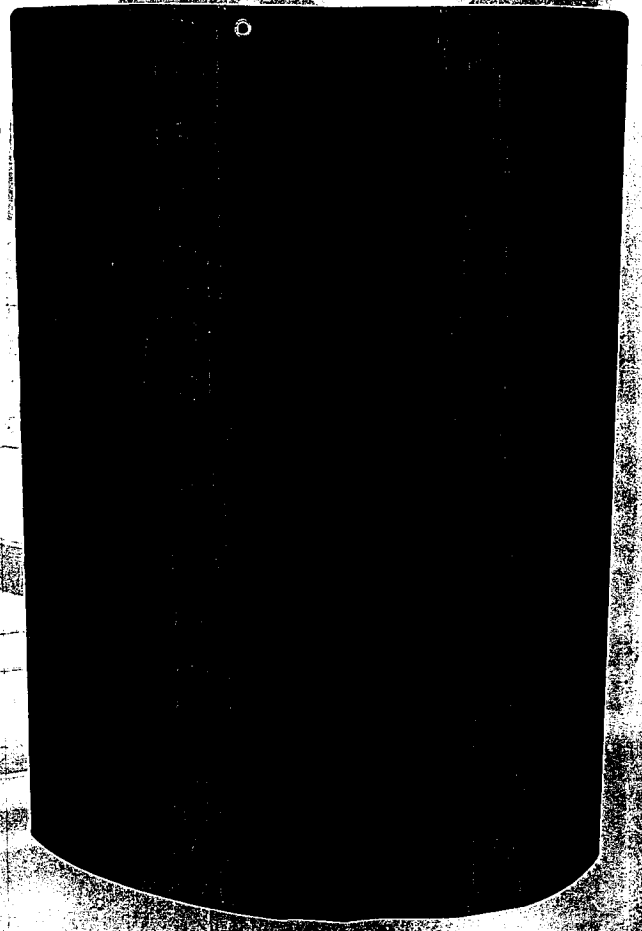
A. Big O Tires Flag
3' x 5' Nylon with Grommets.
#007-FLAG • $52.95

B. Flag on a stick
12" x 9" checkered flag on a stick
#029-3525 • Price: $1.30

C. Barrel Stacker
Poly. Fits over Tire Stacks (Minimum tire size 31x10.50R15)
#002-0023 • $21.95







Transform your indoor and outdoor tire stacks into colorful advertisements with barrel stackers.

BIG O 01186

To Place Your Order, Call Toll-Free 1-800-835-2446

D. L-Shape Signs

(Rigid poly) 16" x 18"
#STN-SALE (shown) • $163.95

Also Available: 4 for $99
16" x 18" • #STN-99
(not shown) • $163.95

E. Wood A-Frame Sign

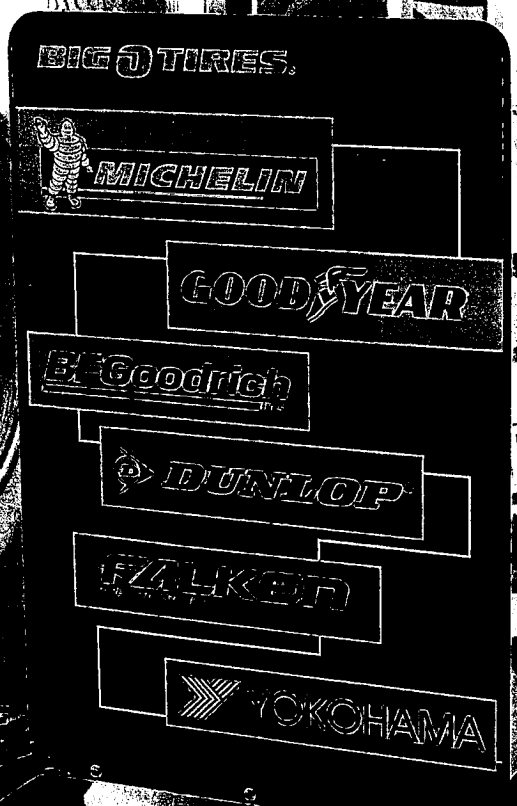
Styles available:
Lube/Oil/Filter (shown),
Tire Rotation, and Used Tires
#AF-101 • $184.95

F. Curb Sign- (40" x 24")

Part# 011-0088 • Price: $79.99

D

E



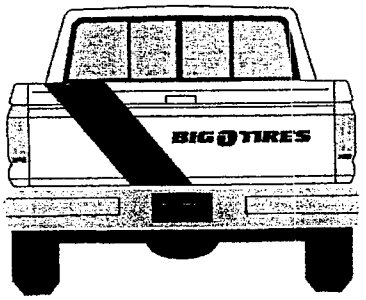
BIG O 01187

BIG O TIRES

Designs for Vehicle Graphics kits will be changing soon. Please call O Advertising for complete details.

Full Size "Truck/ SUV" Graphics

3 signs
VGSS-101
$139.05

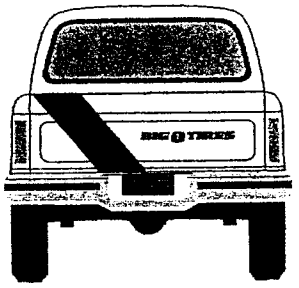


Sides 3 Color 18" Power Stripe
3" x 36" Big O Tires

Rear 3 Color 9" Power Stripe
2" x 24" Big O Tires

mall Size "Truck/ SUV" Graphics

3 signs
VGSS-102
$128.75

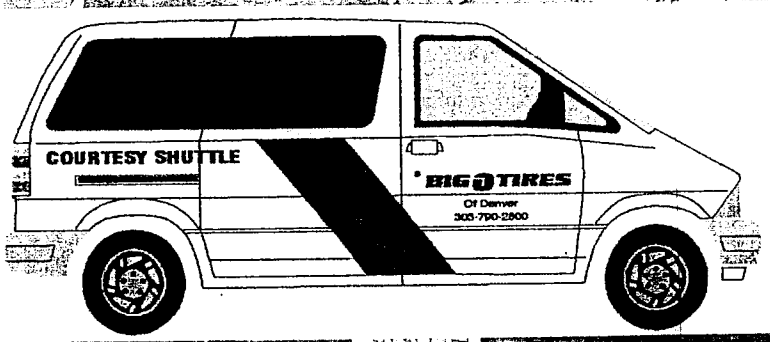


Sides 3 Color 15" Power Stripe
3" x 36" Big O Tires

Rear 3 Color 9" Power Stripe
2" x 24" Big O Tires

mall Size Mini Van" Graphics

3 signs
VGSS-103
$154.50



Sides 3 Color 15" Power Stripe
3" x 36" Big O Tires
Additional Vehicle Graphics
3" x 36" Courtesy Shuttle

Rear 3 Color 9" Power Stripe
2" x 24" Big O Tires

All graphics packages come with paper patterns for proper layout.

A. Passenger
22" x 28"
#001-0011 • $16.43

B. Performance
22" x 28"
#001-0012 • $16.43

C. Michelin
22" x 28"
#001-4001 • $9.95

D. 2006 Torque Chart
22" x 34"
#001-TORQ • $8.50

E. Warranty Redemption Policy
22" x 28"
#001-0009 • $9.53

loor Posters

Varranty Comparison A
2" x 28"
001-0013 • $9.27

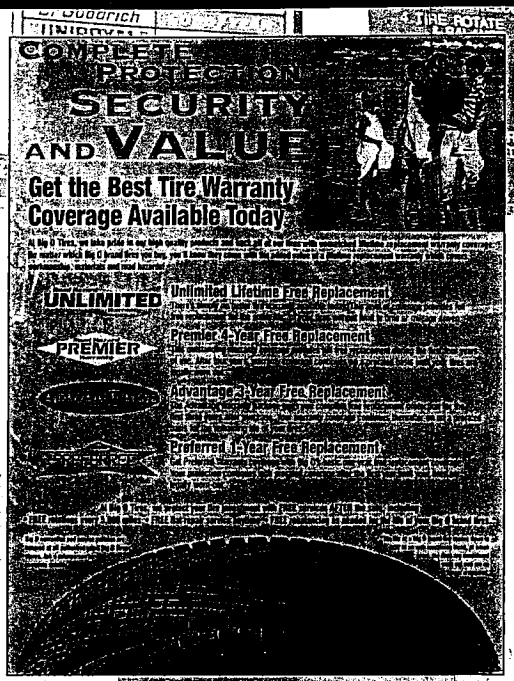
ree Service Comparison
2" x 28"
001-0014 • $9.27

ndependently
wned Sign
008-0013 • 16" x 20"
12.31

ervice Policy
5" x 40"
001-0001 • $22.50

aution Sign
5" x 22" Laminated
008-0015 • 16" x 22"
10.30

offee Sign
5" x 22" Laminated
008-0014
10.30



B

D

BIG O BRAND PREMIUM TIRE SERVICE POLICY

FREE MOUNTING

FREE COMPUTER BALANCING
INCLUDING WEIGHTS

FREE RUBBER VALVE STEMS

FREE 5,000 MILE ROTATIONS
INCLUDES RE-BALANCING IF NECESSARY

FREE FLAT REPAIR SERVICE
FOR THE LIFE OF THE TIRE

Financing Available OAC

BIG O TIRES

CAUTION

BIG O TIRES

Valued Customer

For Your protection PLEASE do not ent work area. machines & equipment n be hazardo to your health Thank You

COFFEE

BIG O TIRES

Valued Customer

For Your SAFETY and convenience we have provided a clean and comfortable waiting area. Please use it and enjoy a FREE CUP of COFFEE!

Picture/Poster Frames

22" x 28"	26" x 40"	16" x 20"	22" x 34"
#016-0001	#016-0002	#016-0004	#016-0005
Red • $19.95	Red • $26.27	Red • $13.95	Red • $22.95

G. Big O/Name Brand Comparison Tags

Package includes 20 Big O Tires tags and 5 each of Goodyear, Dunlop, BF Goodrich and Michelin tags.
12" x 18" • Pkg/40
#005-0025 • $15.95

H. Giant Sale Tag

12" x 18" • #005-0023 • 52¢ ea.

I. Neon Squares

4.25" x 5" • Pkg/100
#NEON SQUARE • $4.12

J. As Advertised Neon Sale Tag

6" x 10" • Pkg/20
#NEON SALETAG • $8.24

BIG O 01191

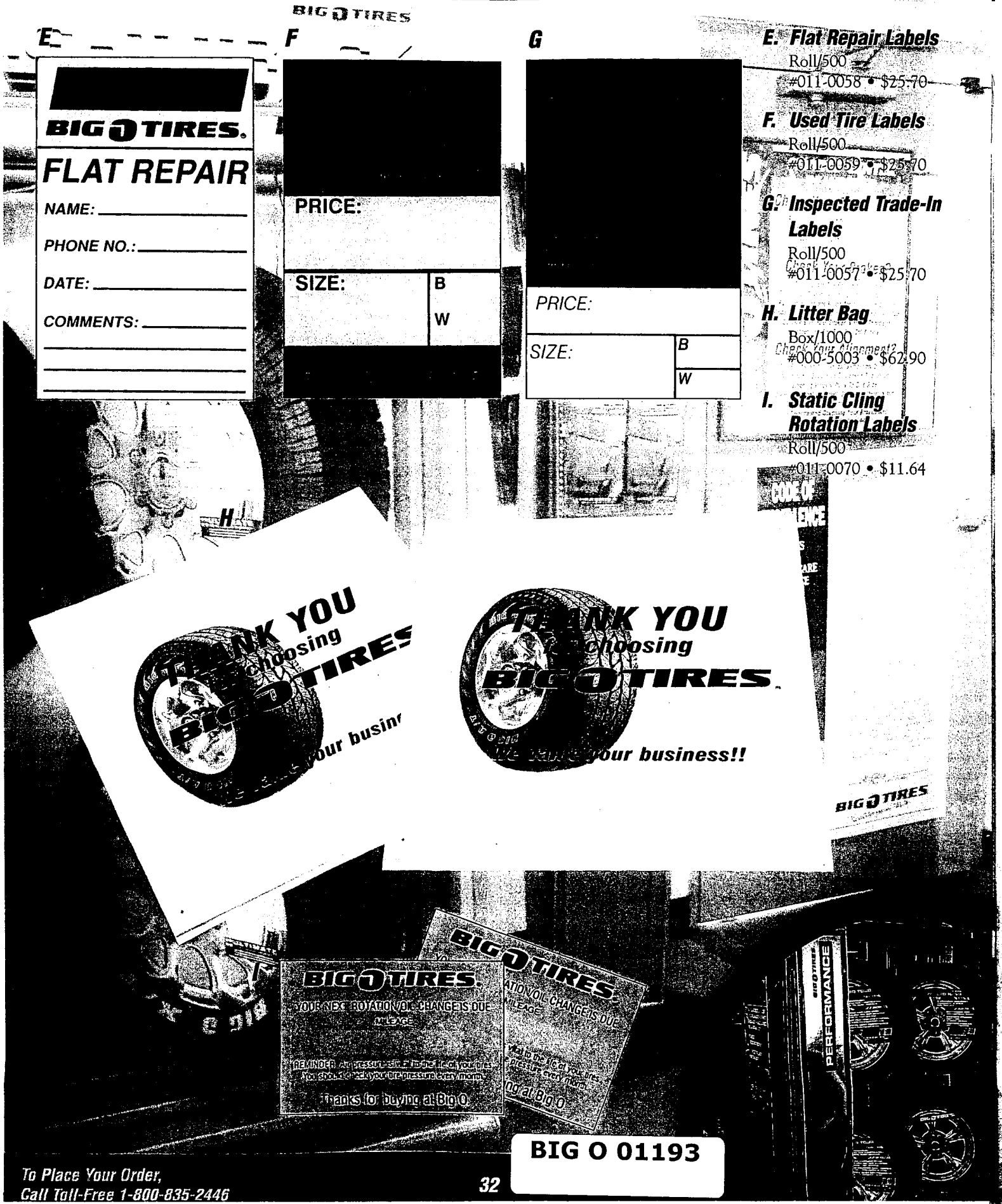
Sale Tags

A. Name Brand Neon Bursts
5 of each major brand • Pkg/30
#MB NEON • $7.73

B. Neon Splash
(Neon) Red, Pink, Orange and Yellow Pkg/32
#NEON SPLASH • $8.24

C. Circular Splash
Assorted neon colors • Pkg/20
#CIR SPLASH • $6.13

D. Sale Arrow
16"x 30" • #003-0004 • $4.12 ea.



E. Flat Repair Labels
Roll/500
#011-0058 • $25.70

F. Used Tire Labels
Roll/500
#011-0059 • $25.70

G. Inspected Trade-In Labels
Roll/500
#011-0057 • $25.70

H. Litter Bag
Box/1000
#000-5003 • $62.90

I. Static Cling Rotation Labels
Roll/500
#011-0070 • $11.64

BIG O 01193

BIG O TIRES

A. Warranty Pad
8.5"x11"
#Warranty Pad • No charge

B. Rotation Record
8.5"x11"
#Rotation Pad • No charge

C. Legacy Tour Plus 100,000 Mile Warranty Brochure
Pkg/25 • Part#: BR- HM
No charge

D. Store Directories
D.O.T. Card included with pkg.
Box/500
#DD-500
Call O-Advertising for pricing

E. Warranty Folder
Pkg/500 • #NCWF
Call O-Advertising for pricing

A

BIG O TIRES.

OUR COMPLETE COMMITMENT TO YOU

FREE REPLACEMENT ROAD HAZARD WARRANTY

FREE MOUNTING AND BALANCING

FREE ROTATIONS

FREE REBALANCING

FREE FLAT REPAIRS

FREE VALVE STEMS

FREE TIRE INSPECTION

MATERIAL AND WORKMANSHIP WARRANTY PROTECTION

BIG O TIRES.
A Reputation You Can Rely On!

B

Rotation Record Document

Limited Mileage Warranty Rotation Record

The Importance of Tire Rotation

C

BIG O TIRES.
FREE 100,000 MILE WARRANTY
LEGACY TOUR PLUS
Take full advantage of the Legacy Tour Plus Incredible 100,000 Mile Warranty.

D

BIG O TIRES
Store Directory
Over 550 Big O Tires Locations To Conveniently Serve You. Plus Over 600 Tire Kingdom, Merchant's Tire And NTB Locations That Honor The Big O Tires Premium Warranty
You'll Never Be Far Away From Big O Tires Nationwide Warranty

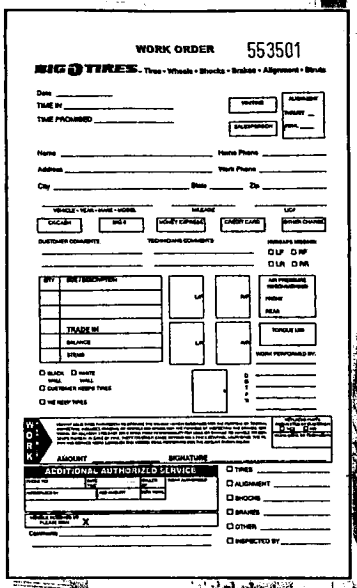
E

BIG O TIRES
IMPORTANT DOCUMENTS ENCLOSED
Please Bring This In For Follow-Up Service
Thank You For Your Purchase
Over 550 Independently-Owned And Operated Locations To Serve You

BIG O 01194

To Place Your Order, Call Toll-Free 1-800-835-2446

F



G

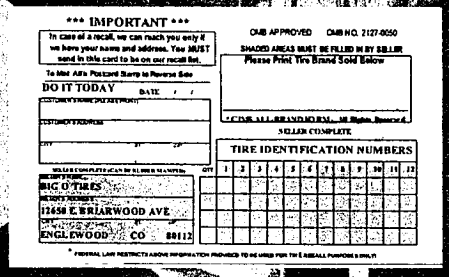
F. Work Order Pad
Pad/100
#SOP • $2.60

G. Service Policy Counter Card
Includes easel backer
#006-0023 • $7.50

H. D.O.T. Card
Pkg/24 • No charge

I. Metal Work Order Holder
#[illegible] • $64.95

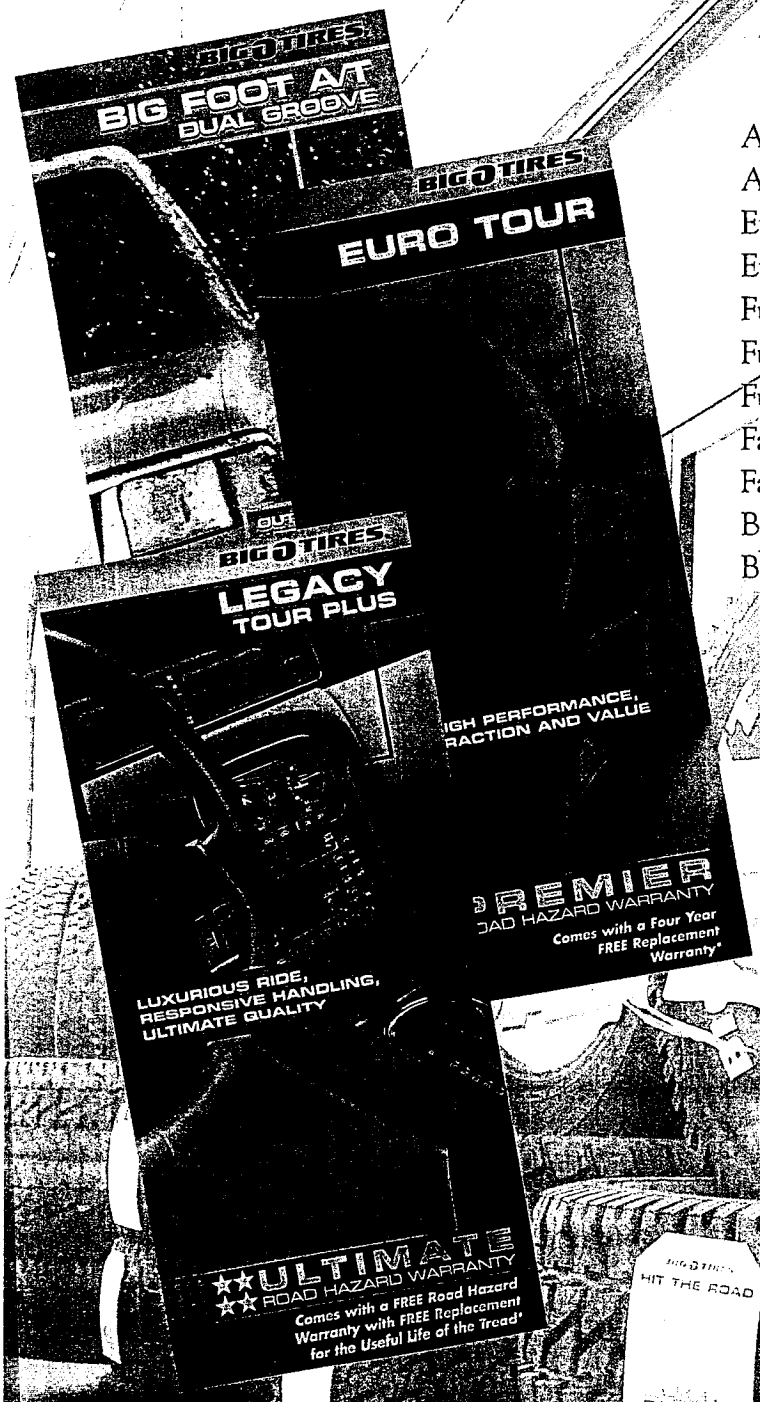
J. Work Order Holder
Set of 25
Available in Black or Red
#WOHOLDER • $45.00

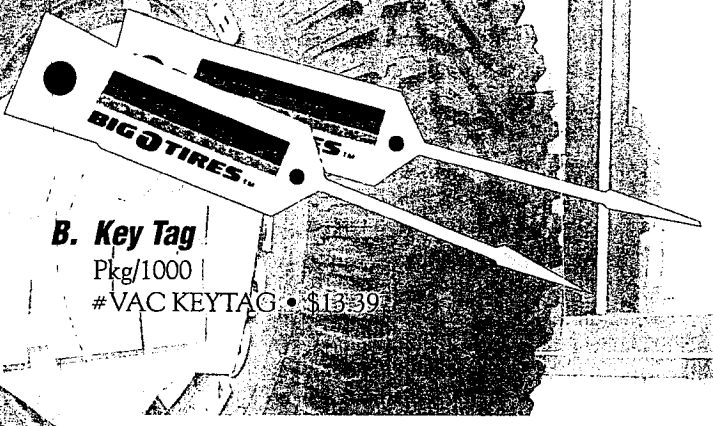


BIG O TIRES

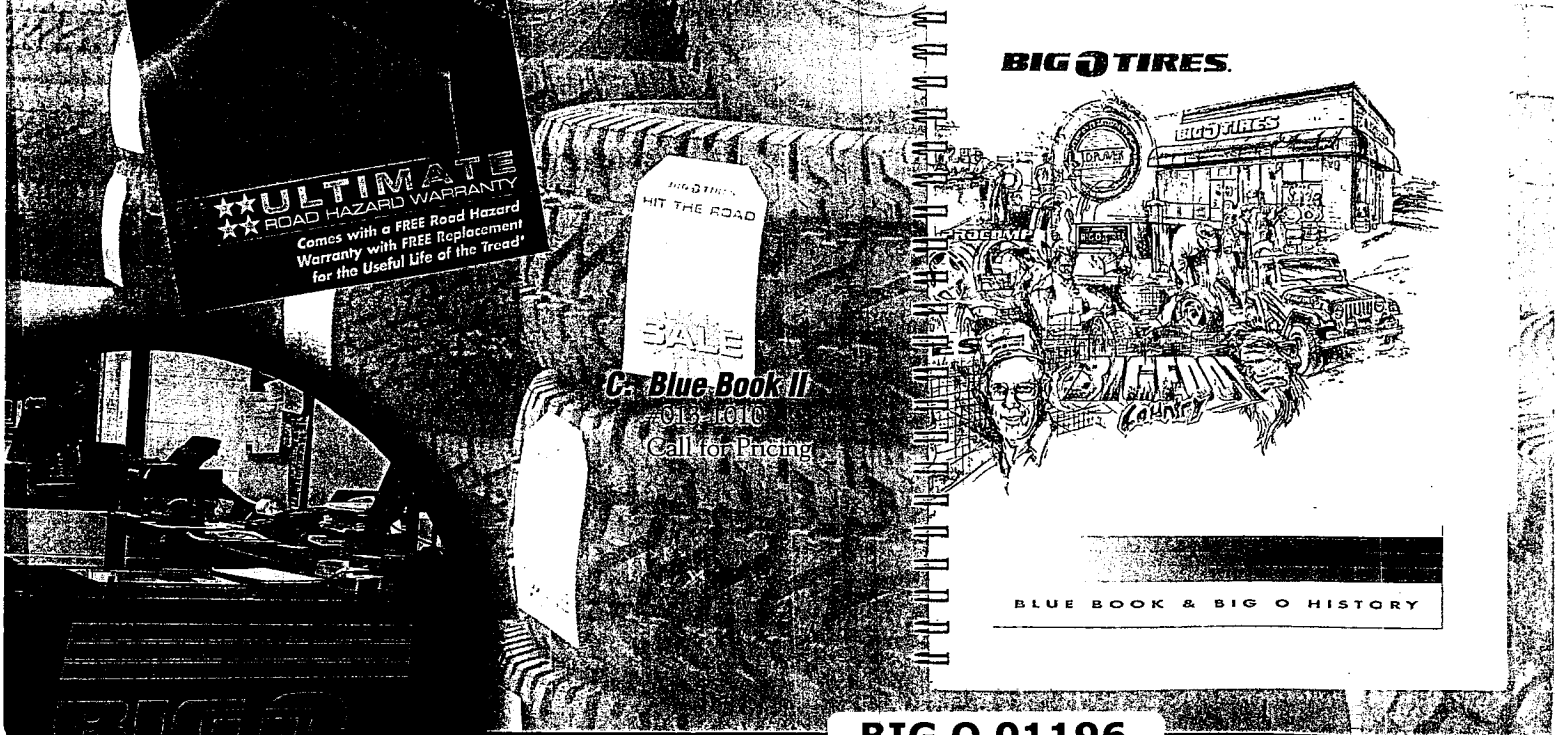
A. The following list of Brochures are available through O Advertising and each RSC.

Aspen	Big Foot HT
All Terrain Vehicle	Big Foot MT
Euro Tour- Passenger	Big Foot XT
Euro Tour- Performance	Pathmax RT
Fulda Assuro	Radialmax
Fulda Extremo	Big Foot Sport Touring
Fulda Quantum Elite	Sun Valley AT
Falken 329	SXP GT
Falken 502	Legacy Tour Plus
Big Foot All Terrain	Vengeance
Big Foot Duel Groove	



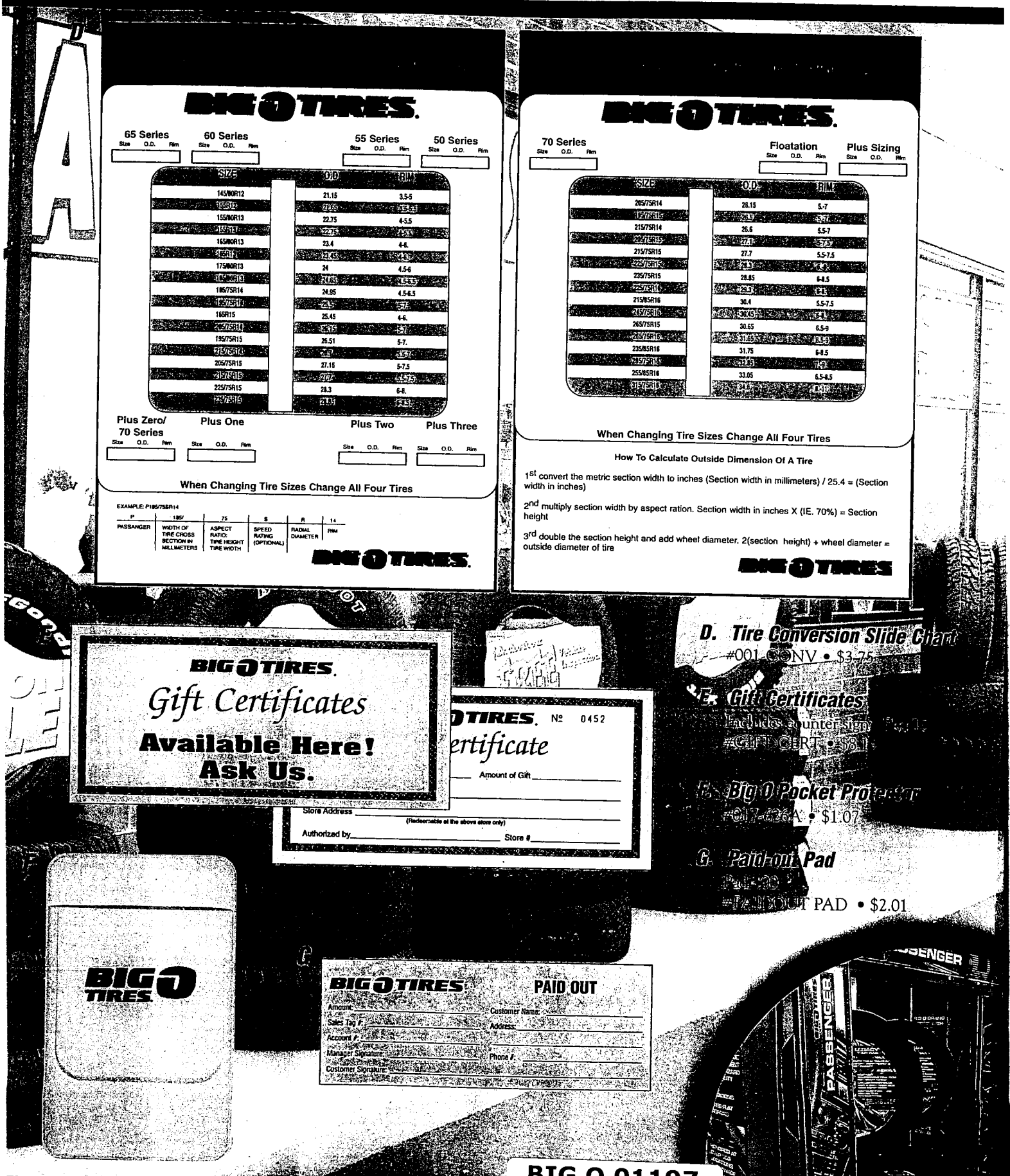


B. Key Tag
Pkg/1000
#VAC KEYTAG • $13.39



C. Blue Book II
013-1010
Call for Pricing

BIG O 01196


BIG O TIRES
65 Series
60 Series
55 Series
50 Series
Size O.D. Rim
SIZE O.D. RIM
145/80R12 21.15 3.5-5
155/80R13 22.75 4-5.5
165/80R13 23.4 4-6
175/80R13 24 4.5-6
185/75R14 24.95 4.5-6.5
185R15 25.45 4-6
195/75R15 26.51 5-7
205/75R15 27.15 5-7.5
225/75R15 28.3 6-8
Plus Zero/ 70 Series
Plus One
Plus Two
Plus Three
When Changing Tire Sizes Change All Four Tires
EXAMPLE: P185/75R14
P PASSANGER
185/ WIDTH OF TIRE CROSS SECTION IN MILLIMETERS
75 ASPECT RATIO: TIRE HEIGHT TIRE WIDTH
S SPEED RATING (OPTIONAL)
R RADIAL DIAMETER
14 RIM
BIG O TIRES
70 Series
Floatation
Plus Sizing
SIZE O.D. RIM
205/75R14 26.15 5-7
215/75R14 26.8 5.5-7
215/75R15 27.7 5.5-7.5
235/75R15 28.85 6-8.5
215/85R16 30.4 5.5-7.5
265/75R15 30.65 6.5-9
235/85R16 31.75 6-8.5
255/85R16 33.05 6.5-8.5
When Changing Tire Sizes Change All Four Tires
How To Calculate Outside Dimension Of A Tire
1st convert the metric section width to inches (Section width in millimeters) / 25.4 = (Section width in inches)
2nd multiply section width by aspect ration. Section width in inches X (IE. 70%) = Section height
3rd double the section height and add wheel diameter. 2(section height) + wheel diameter = outside diameter of tire
BIG O TIRES
BIG O TIRES
Gift Certificates
Available Here!
Ask Us.
BIG O TIRES № 0452
Certificate
Amount of Gift
Store Address
(Redeemable at the above store only)
Authorized by
Store #
D. Tire Conversion Slide Chart
#001 CONV • $3.75
E. Gift Certificates
#GIFT CERT • $8.1
F. Big O Pocket Protector
#017-026A • $1.07
G. Paid-out Pad
#PAID OUT PAD • $2.01
BIG O TIRES
BIG O TIRES PAID OUT
Amount:
Sales Tag #:
Account #:
Manager Signature:
Customer Signature:
Customer Name:
Address:
Phone #:
PASSENGER

BIG O TIRES

A. Thank You Card
Pkg/250 • #013-1014 • $12.65

B. Rotation Reminder Card
Pkg/250 • #013-1012 • $12.65

C. Oil Change Reminder Card
Pkg/250 • #013-1015 • $12.65

D. Service Reminder Card
Pkg/250 • #013-1013 • $12.65

E. 2006 Tire Guide
Available at the end of February
#003-2005 • $7.25

F. Employee Application Pad
Pad/100
#EMPLOYEE PAD • $5.15

G. Early Bird Envelope
Pkg/100 • #013-1016 • $17.50

A

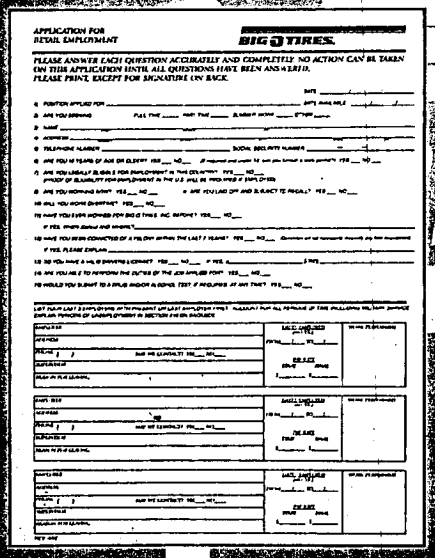
B

C

D

E

F



G

BIG O TIRES

TO OUR EARLY MORNING OR LATE EVENING SERVICE CUSTOMERS

1. WRITE YOUR ORDER ON THIS ENVELOPE.
2. LOCK YOUR CAR AND PARK IT IN THE ASSIGNED AREA. DO NOT LEAVE CAR IN DRIVEWAY.
3. PLACE YOUR KEYS IN THIS ENVELOPE.
4. BE SURE TO LEAVE A PHONE NO. WHERE YOU CAN BE REACHED.
5. DROP ENVELOPE IN MAIL SLOT IN SERVICE ENTRANCE DOOR.

NAME: _____ LIC. PLATE: _____

ADDRESS: _____

CITY: _____ Zip: _____ Mileage: _____

Home Phone: _____ Business Phone: _____ Cell Phone: _____

What time will you pick up your car? _____ a.m. / p.m.

Year: _____ Make & Model: _____ Color: _____

LF RF LR RR S

Tire Work			Service Work
☐ New Tires	☐ Return Old Tires		☐ Brake Check
☐ Whitewall Out	☐ Scrap Old Tires		☐ Wheel Alignment
☐ Whitewall In	☐ Snow Tire Change Over		☐ Shocks
☐ Balance	☐ Air Pressure		☐ Struts
☐ Rotation	☐ Flat Repair		☐ Other
☐ Mounting	☐ Other		

Instructions _____

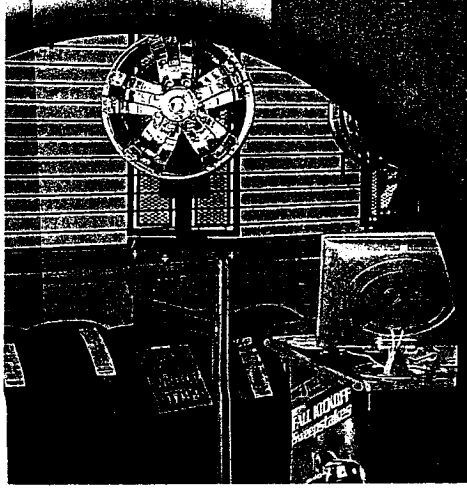
I hereby authorize the above repair work to be done along with the necessary material, and hereby grant you and / or your employees permission to operate the vehicle herein described on street-, highways or elsewhere for the purpose of testing and / or inspection. An express mechanic's lien is hereby acknowledged on above vehicle to secure the amount of repairs thereto. Dealer not responsible for unavailability of parts or delays in parts shipments beyond dealers control nor for loss or damage to vehicle or articles left in vehicle in case of fire, theft or any other cause beyond our control. I understand, because of the EARLY BIRD SERVICE, I am unable to receive a copy of the estimated cost.

PLEASE SIGN X _____

YOU WILL BE CALLED AND GIVEN AN ESTIMATE BEFORE ANY WORK IS PERFORMED, UNLESS OTHERWISE ARRANGED.

Time of call: ____ : ____ A.M. / P.M. Okay Yes ☐ No ☐

Do you want old parts? Yes ☐ No ☐

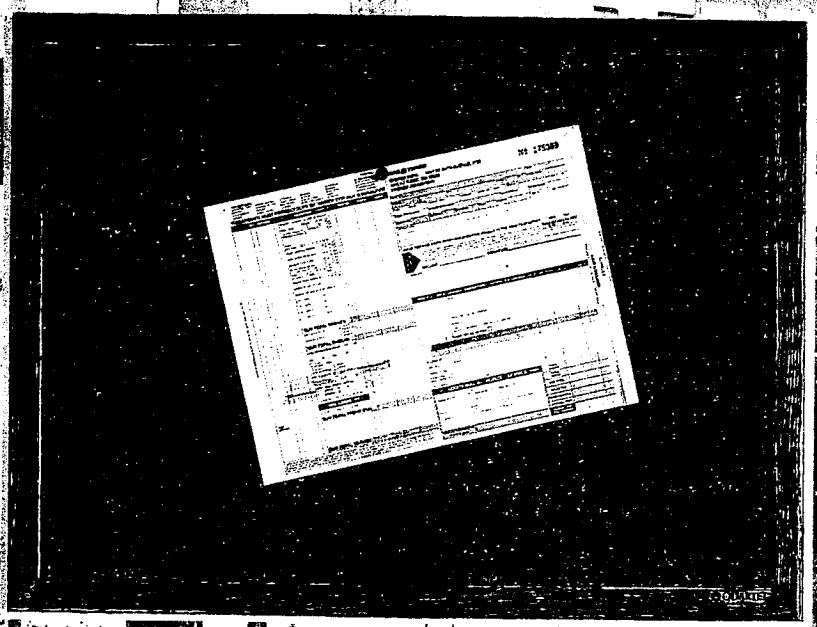


BIG O 01198

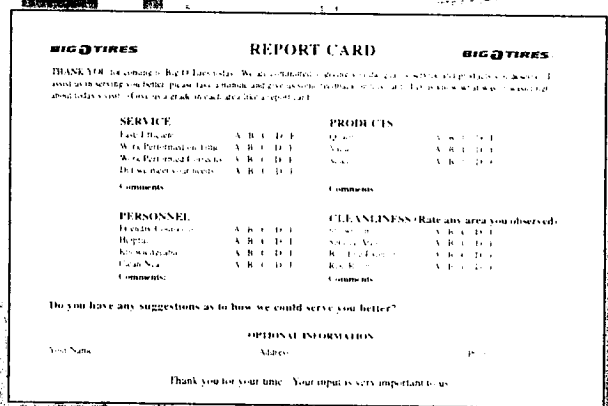
BIG O TIRES®

P.O.S. Material

H



I



BIG O TIRES REPORT CARD BIG O TIRES

THANK YOU for coming to Big O Tires today. We are committed to [illegible] assist us in serving you better, please take a minute and give us some [illegible] about today's visit. Give us a grade in each area like a report card.

SERVICE		PRODUCTS	
Fast Efficient	A B C D F	Quality	A B C D F
Work Performed on Time	A B C D F	Value	A B C D F
Work Performed Correctly	A B C D F	Stock	A B C D F
Did we meet your needs	A B C D F		
Comments		Comments	

PERSONNEL		CLEANLINESS (Rate any area you observed)	
Friendly Customer	A B C D F	[illegible]	A B C D F
Helpful	A B C D F	[illegible]	A B C D F
Knowledgeable	A B C D F	[illegible]	A B C D F
Clean Neat	A B C D F	[illegible]	A B C D F
Comments:		Comments	

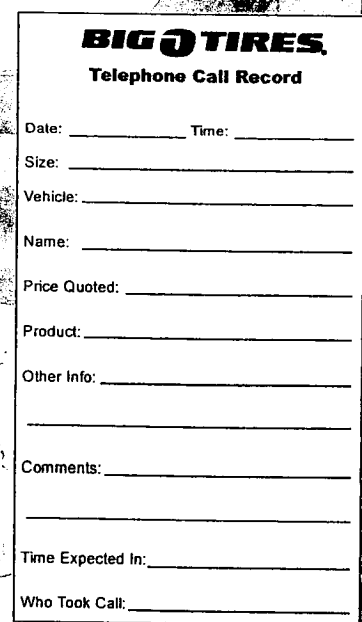
Do you have any suggestions as to how we could serve you better?

OPTIONAL INFORMATION

Your Name Address Phone

Thank you for your time. Your input is very important to us.

J



BIG O TIRES

Telephone Call Record

Date: _____ Time: _____

Size: _____

Vehicle: _____

Name: _____

Price Quoted: _____

Product: _____

Other Info: _____

_____

Comments: _____

_____

Time Expected In: _____

Who Took Call: _____

WELCOME TO BIG O TIRES

TIRE ROTATION	$ 10.00
MOUNT & DISMOUNT	5.00
TIRE BALANCE	6.50
TRUCK BALANCE	8.50
FLAT REPAIR	8.00
SPLIT RIM FLAT	16.00
VALVE STEMS RUBBER	2.00
VALVE STEMS CHROME	3.00
ALIGNMENT	29.95
	39.95
	49.95
TRUCKS	34.95

SHOCKS

GAS HC MOST CARS	4/100.00
GAS SUPREME	EA 28.99
XT 60 GAS LT SHOCK	EA 38.99

BIG O 01199

To Place Your Order,
Call Toll-Free 1-800-835-2446

A

EXPRESS LANE
EXTRA CARE

ALIGNMENT
EXTRA CARE

B

AC SERVICE
EXTRA CARE

BRAKES
EXTRA CARE

C

LUBE · OIL · FILTER
EXTRA CARE

SHOCKS
EXTRA CARE

D

BATTERIES · BELTS · HOSES
EXTRA CARE

STRUTS
EXTRA CARE

E

BRAKES · SHOCKS · STRUTS
EXTRA CARE

TIRES
EXTRA CARE

F

TIRES · WHEELS · ALIGNMENT
EXTRA CARE

WHEELS
EXTRA CARE

SUSPENSION
EXTRA CARE

SHOCKS · STRUTS
EXTRA CARE

Aluminum Signs

2' x 8' • $172.10

(available in the following styles)

- **A.** Express Lane #AS-11
- **B.** AC Service #AS-115
- **C.** Lube/Oil/Filter #AS-114
- **D.** Batteries/Belts/Hoses #AS-116
- **E.** Brakes/Shocks/Struts #AS-109
- **F.** Tires/Wheels/ Alignment #AS-110
- **G.** Shocks/Struts #AS-113
- **H.** Alignment #AS-104
- **I.** Brakes #AS-105
- **J.** Shocks #AS-107
- **K.** Struts #AS-103
- **L.** Tires #AS-108
- **M.** Wheels #AS-106
- **N.** Suspension #AS-112

Service Detail Signs

O. Alignment Service Detail Sign

#HT-103 • $33.50

P. Brake Inspection Service Detail Sign

#HT-104 • $33.56

Q. Power Steering Service Detail Sign

#HT-102 • $33.50

R. Transmission Services Provided Sign

#HT-105 • $33.50

S. Brake Fluid Service Sign

#HT-101 • $33.50 (not pictured)

T. Services Detail Sign

Includes Items O, P, Q, R, S

#HT-100 • $33.50 (not pictured)

WHEEL ALIGNMENT

Services Included

1. Inspect suspension components for wear.
2. Adjust caster and camber, if provided by manufacturer.
3. Adjust toe-in.
4. Center steering wheel while adjusting toe-in.

THRUST ALIGNMENT

- Same as above plus compensate for rear wheel tracking.

FOUR WHEEL ALIGNMENT

- Same as above plus set rear wheel camber and toe-in, as provided by manufacturer.

BRAKE INSPECTION AND SERVICE

Services Included

1. Visually inspect hydraulic system for leaks and condition.
2. Remove all wheels and inspect brake linings, brake hardware, and wheel cylinders.
3. Remove brake dust and deglaze brake shoes.
4. Adjust brakes.
5. Adjust parking brake.
6. Lubricate backing plate and adjust hardware.

POWER STEERING FLUID FLUSH

Services Included

1. Road test for power steering operation.
2. Inspect system for leaks.
3. Flush power steering lines.
4. Flush power steering pump.
5. Flush power steering rack and pinion and/or gear box.
6. Thoroughly clean all internal parts.
7. Flush out all contaminated power steering fluid and replace with clean fluid.
8. Install power steering additive to revitalize seals and O-rings
9. Road test vehicle for proper power steering operation.

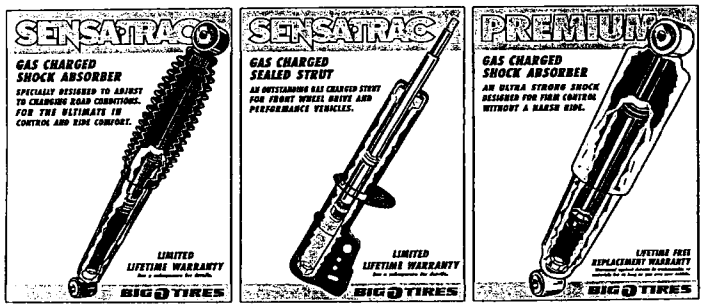
TRANSMISSION FLUID EXCHANGE

Services Included

1. Road test for engine performance, transmission operation and shift patterns.
2. Flush transmission cooler and cooler lines.
3. Flush transmission valve body.
4. Flush transmission torque converter.
5. Thoroughly clean all internal parts.
6. Flush out all contaminated transmission fluid and replace with clean fluid.
7. Install transmission additive to revitalize transmission seals and O-rings.
8. Road test vehicle for proper transmission operation.

BIG O TIRES

A



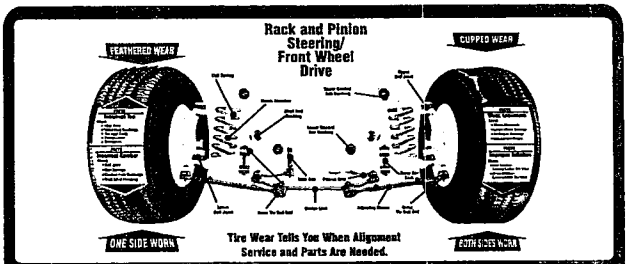
ARE YOUR TIRES ALWAYS ON THE ROAD?

WORN SHOCKS & STRUTS COULD CAUSE YOU VEHICLE TO LOSE CONTACT WITH THE ROAD, AFFECTING BOTH STEERING CONTROL & BRAKING. KEEPING YOUR SHOCKS & STRUTS IN GOOD WORKING ORDER CAN PREVENT COSTLY WEAR AND TEAR ON YOUR TIRES, STEERING, BALL JOINTS, & SPRINGS. ASK YOUR EXPERIENCED BIG O TIRES TECHNICIAN FOR A THOROUGH INSPECTION.

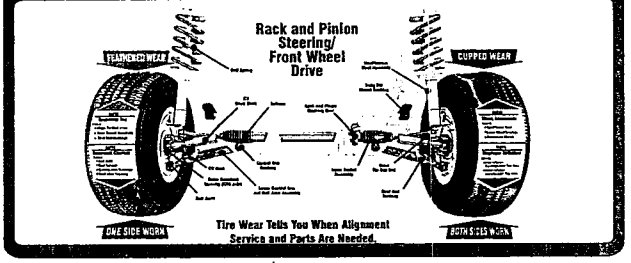
HAVE YOUR SHOCKS AND STRUTS CHECKED EVERY 12,000 MILES

MONROE®

B



REGULAR SUSPENSION MAINTENANCE HELPS REDUCE TIRE WEAR, MAINTAIN ALIGNMENT, PROPER VEHICLE HEIGHT, PLUS IMPROVE HANDLING & LOAD CONTROL. AT BIG O TIRES WE HAVE A COMPLETE LINE OF PROBLEM SOLVING SUSPENSION PARTS WITH INSTALLATION BY QUALIFIED TECHNICIANS. ASK TODAY FOR A FREE INSPECTION.



C

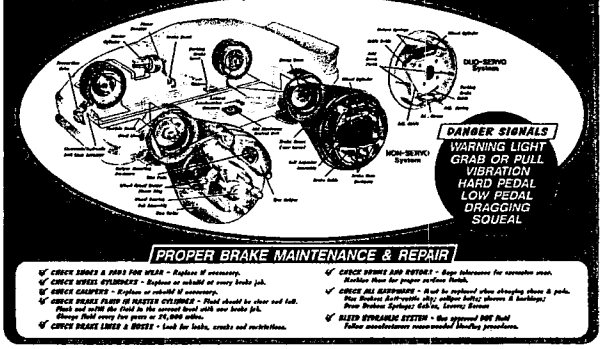
WHAT YOU SHOULD KNOW ABOUT WHEEL ALIGNMENT!

"SYMPTOMS" OF POOR ALIGNMENT	"BENIFITS" OF PROPER ALIGNMENT
Excessive or uneven tire wear.	Reduced tire wear.
Steering wheel pull to left or right.	Better gas mileage.
Feeling of looseness or wandering.	Improved handling.
Steering wheel vibrates or shimmys.	Safer driving.
Steering wheel is not centered when moving straight ahead.	

HAVE YOUR ALIGNMENT CHECKED EVERY 10,000 MILES

D

CONVENTIONAL / ABS BRAKE SYSTEMS

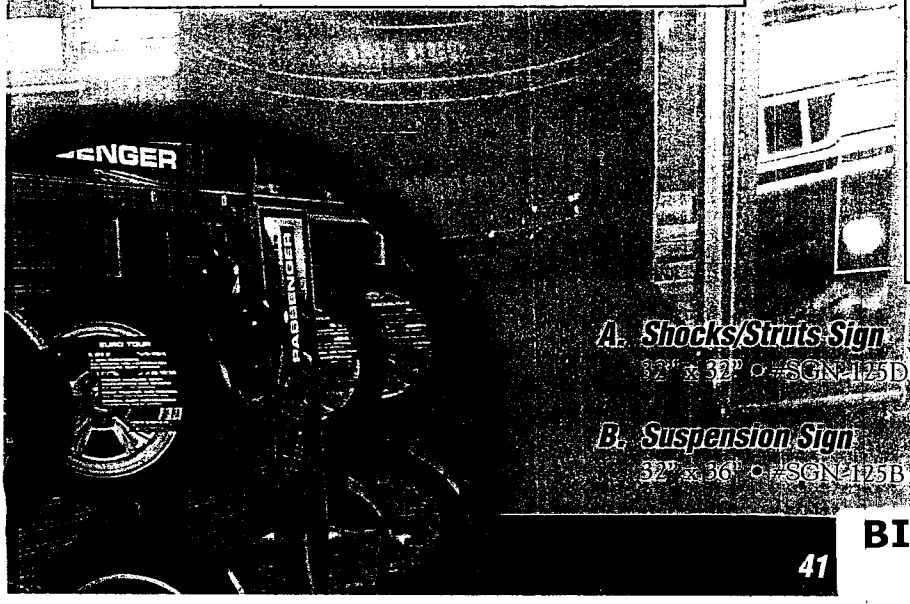


HOW IMPORTANT ARE YOUR BRAKES?

WE TAKE YOUR BRAKES VERY SERIOUSLY. AT BIG O TIRES WE SPECIFY ONLY THE HIGHEST QUALITY PARTS TO BE INSTALLED BY OUR EXPERIENCED, QUALITY-CONSCIOUS, CERTIFIED BRAKE SPECIALISTS. THEIR TRAINING AND EXPERIENCE CAN SAVE YOU FROM A SERIOUS PROBLEM LATER ON DOWN THE ROAD. WE WILL GLADLY GIVE YOUR BRAKES A THOROUGH INSPECTION.

HAVE YOUR BRAKES CHECKED EVERY 10,000 MILES

WE INSTALL PREMIUM QUALITY BRAKE SYSTEMS



A. Shocks/Struts Sign
32" x 32" • #SGN-125D • $74.95

C. Alignment Sign
32" x 24" • #SGN-125A • $58.20

B. Suspension Sign
32" x 36" • #SGN-125B • $74.95

D. Brakes Sign
32" x 36" • #SGN-125C • $74.95

F

EXTRA CARE BRAKE SERVICES

BASIC
Front Disc Brake Service
9 Mo./9,000 Mile Warranty
$99.99

- Brake inspection
- Replace disc brake pads (organic)
- Inspect and Repack wheel bearings (if applicable)
- Resurface rotors
- Road test vehicle

EXTRAS (If applicable)

Semi-Metallic Linings	$20.00
2 Grease Seals	$16.00
Misc hardware or Pad Shim Kit	$25.00
3/4 Ton and 1 Ton	$50.00
Four wheel drive	$50.00

DELUXE
Front Disc Brake Service
18 Mo./18,000 Mile Warranty
$149.99

- Brake inspection
- Replace disc brake pads (premium)
- Inspect and Repack wheel bearings (if applicable)
- Resurface rotors
- Lube mounting points
- Adjust rear brake system
- Brake system fluid flush
- Bleed complete brake system
- Road test vehicle

PREMIUM
Front Disc Brake Service
Lifetime Warranty
$299.99

- Brake inspection
- Replace disc brake hardware kit
- Replace disc brake pads (premium)
- Inspect and Repack wheel bearings (if applicable)
- Replace brake calipers (re-manufactured)
- Resurface rotors
- Lube mounting points
- Clean & adjust rear brake system
- Brake system fluid flush
- Replace brake fluid
- Bleed complete brake system
- Road test vehicle

FREE BONUS
Maintenance Program Every 15K Miles

BIG O TIRES
Compare Us To Warehouse Clubs

COMPETITORS	BIG O TIRES

G

EXTRA CARE BRAKE SERVICES

BASIC
Drum Brake Service
9 Mo./9,000 Mile Warranty
$89.99

- Brake inspection
- Replace with refined brake shoes
- Re-surface drums
- Inspect and Re-pack wheel bearings (if applicable)
- Road test vehicle

EXTRAS (If applicable)

2 Grease Seals	$16.00
Drum hardware Kit	$22.00
3/4 Ton and 1 Ton	per estimate
Four wheel drive	per estimate

DELUXE
Drum Brake Service
18 Mo./18,000 Mile Warranty
$149.99

- Brake inspection
- Replace with refined brake shoes
- Resurface drums
- Inspect and Repack wheel bearings (if applicable)
- Lube mounting points
- Replace brake hardware kit
- Adjust rear brake system
- Brake system fluid flush
- Replace brake fluid
- Bleed complete brake system
- Road test vehicle

PREMIUM
Drum Brake Service
Lifetime Warranty
$289.99

- Brake inspection
- Replace with refined brake shoes
- Resurface drums
- Replace brake hardware kit
- Replace wheel cylinders
- Inspect and Repack wheel bearings (if applicable)
- Replace grease seals (if applicable)
- Lube mounting points
- Clean & adjust rear brake system
- Brake system fluid flush
- Replace brake fluid
- Bleed complete brake system
- Road test vehicle

FREE BONUS
Maintenance Program Every 15K Miles

TIRE INSTALLATION PACKAGE
$15 On All Tires

- Mounting • Balancing • Rubber Stem
- Rotations Every 5,000 Miles
- Re-balancing for the legal life of the tread
- Flat repairs for the warranted life of the tread

Road Hazard Protection Available for Additional Charge

E Drum and Disc Brake Sign Set

F Advertisement Comparison Sign

G Independent Tire Service Sign

H Brake Services Sign

EXTRA CARE BRAKE SERVICES

BASIC
Brake Service
12 Month/12,000 Mile Warranty
AS LOW AS **$ .99** Per Axle Installed

- Brake Inspection
- Replace Brake Pads or Shoes (Organic)
- Inspect/Repack Wheel Bearings**
- Resurface Rotors or Drums
- Road Test Vehicle

**If Applicable

EXTRAS (If applicable)

Semi-Metallic Linings	$20.00
2 Grease Seals	$16.00
Misc hardware or Pad Shim Kit	$25.00
Drum hardware Kit	$22.00
3/4 Ton and 1 Ton	$50.00
Four wheel drive	$50.00

Deluxe
Brake Service
24 Month/24,000 Mile Warranty
AS LOW AS **$ .99** Per Axle Installed

- Brake Inspection
- Replace Brake Pads or Shoes (Premium)
- Inspect/Repack Wheel Bearings**
- Resurface Rotors or Drums
- Lube Mounting Points
- Replace Brake Hardware Kit
- Brake System Fluid Flush
- Replace Brake Fluid
- Bleed Complete Brake System
- Road Test Vehicle
- Maintenance at 12,000 Miles

**If Applicable

Prices good on most vehicles. At Big O Tires brake packages include specific parts. Additional parts may be required at an additional cost.

Premium
Brake Service
36 Month/Lifetime* Warranty
AS LOW AS **$ .99** Per Axle Installed

- Brake Inspection
- Replace Brake Pads or Shoes (Premium)
- Inspect/Repack Wheel Bearings**
- Resurface Rotors or Drums
- Replace Calipers or Wheel Cylinders
- Replace Grease Seals**
- Lube Mounting Points
- Replace Brake Hardware Kit
- Brake System Fluid Flush
- Replace Brake Fluid
- Bleed Complete Brake System
- Clean And Adjust Rear Brakes**
- Road Test Vehicle
- Maintenance Every 12,000 Miles

*36 Month on Labor/Lifetime Warranty on Parts
**If Applicable

Durable Signage

A

EXTRA CARE **SERVICES** EXTRA CARE

UNDER CAR
- BRAKE SERVICE — Passenger, Truck & Motor Home
- ALIGNMENT — Thrust, 4-Wheel & Performance
- SHOCKS, STRUTS
- C.V. JOINTS & BOOTS
- FRONT END, STEERING & SUSPENSION
- POWER STEERING REPAIR

UNDER HOOD
- OIL CHANGE
- CHASSIS LUBE
- AIR FILTERS
- FLUID CHANGES — Brake Fluid, Differential, Power Steering, Radiator
- BELT REPLACEMENT — Serpentine Belts, Alternator Belts, Fan Belts

TIRES & WHEELS

EXCLUSIVE BIG O BRAND

MAJOR BRANDS: MICHELIN, DUNLOP, BFGoodrich, GOODYEAR

WHEELS: American Racing, EAGLE ALLOYS, PROGRESSIVE, CENTER LINE

USED TIRES • FLAT REPAIR
INSTALLATION • ROTATING • RE-BALANCING
Passenger, Truck & Performance

FREE VISUAL AUTOMOTIVE & TIRE DIAGNOSTIC INSPECTIONS

B

EXTRA CARE **SERVICES**

AUTOMOTIVE
- BRAKE SERVICE — Passenger, Truck & Motor Home
- ALIGNMENT — Thrust, 4-Wheel & Performance
- SHOCKS, STRUTS
- C.V. JOINTS & BOOTS
- FRONT END, STEERING & SUSPENSION
- BELT REPLACEMENT — Fan Belts · Alternator Belts · Serpentine Belts

TIRES & WHEELS

EXCLUSIVE BIG O BRAND

MAJOR BRANDS: MICHELIN, DUNLOP, BFGoodrich, GOODYEAR, UNIROYAL, PIRELLI

WHEELS: American Racing, EAGLE ALLOYS, PROGRESSIVE, CENTER LINE

USED TIRES • FLAT REPAIR
INSTALLATION • ROTATING • RE-BALANCING
Passenger, Truck & Performance

FREE VISUAL AUTOMOTIVE & TIRE DIAGNOSTIC INSPECTIONS
Good On Most Vehicles

C

DO YOU KNOW THAT THE *SAFEST* TIRE MILEAGE YOU DRIVE ON IS THE FIRST HALF OF THE TREAD LIFE OF YOUR TIRES?

LET US BUY THAT LAST HALF OF TREAD WEAR FROM YOU & REPLACE IT WITH OUR BIG O (PREMIUM TIRES & POLICIES)

GET THAT BIG O FEELING OF *Confidence*

A. Services Sign
28" x 72" • #SGN-120B • $184.37

B. Automotive Service
28" x 48" • #SGN-120A • $143.17

C. Trade In Sign
22" x 28" • #SGN-101 • $44.50

D. Lube Service Sign
28" x 48" • #SGN-117 • $44.50

D

BIG O TIRES **EXPRESS LUBE SERVICE**

Basic $ .95
BASIC Package Includes:
- Lube
- Oil Change (Up To 5 Quarts of Multi Grade Oil)
- Oil Filter

ECONOMY PACKAGE

Includes most cars and trucks. 4x4's and Diesels excluded. Price per Quart if Vehicle Takes More Than 5 Quarts $ ____

Deluxe $ .95
DELUXE Package Includes BASIC Plus:
- Check Air Filter
- Check Brake Fluid
- Check and Fill Power Steering
- Fill Windshield Washer Reservoir
- Check and Fill Battery
- Check Transmission Fluid
- Check Front Differential Fluid
- Check Rear Differential Fluid
- Check Wiper Blades
- Check and Inflate Tires
- Vacuum Interior
- Wash Windows
- Check Lights
- Check Belts and Hoses
- Check Cooling System
- Check Transfer Case
- Inspect Drain Plug and Gasket, Replace as Necessary

Includes most cars and trucks. 4x4's and Diesels excluded. Price per Quart if Vehicle Takes More Than 5 Quarts $ ____

Premium $ .95
PREMIUM Package Includes DELUXE plus:
- Synthetic Motor Oil (Up to 5 Quarts)

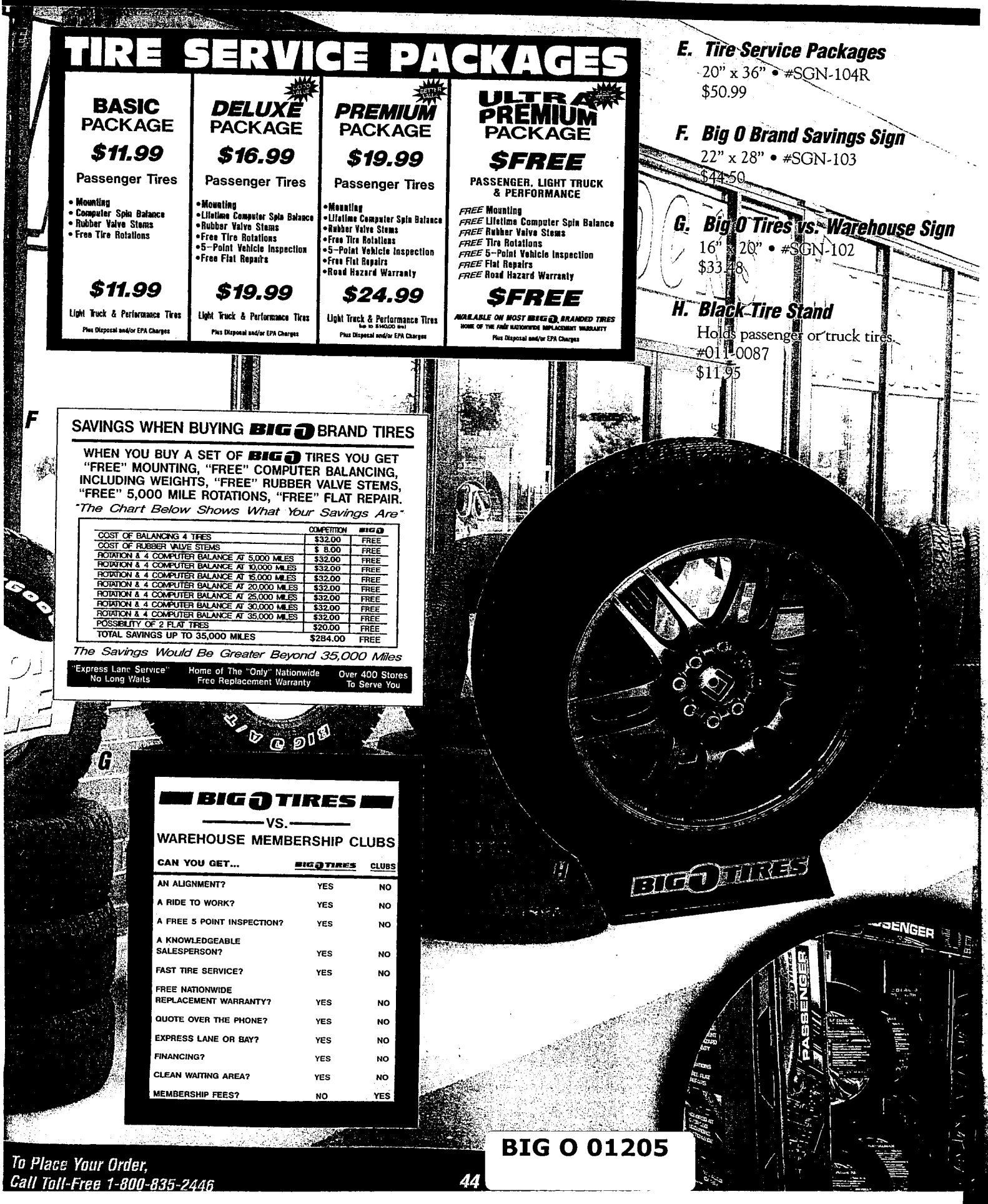
BEST VALUE

Includes most cars and trucks. 4x4's and Diesels excluded. Price per Quart if Vehicle Takes More Than 5 Quarts $ ____

Havoline We Proudly Use Quality Havoline Products

BIG O TIRES® Big On Service...Guaranteed Low Prices

BIG O 01204



E. Tire Service Packages
20" x 36" • #SGN-104R
$50.99

F. Big O Brand Savings Sign
22" x 28" • #SGN-103
$44.50

G. Big O Tires vs. Warehouse Sign
16" x 20" • #SGN-102
$33.48

H. Black Tire Stand
Holds passenger or truck tires.
#011-0087
$11.95

BIG O TIRES

Legacy Tour plus

Metal Headers

For Garcy display system.

Big O Brand styles available at $17.00 ea.

Major Brand styles available at $19.95 ea.

Available Big O Brand Metal Headers

- Big O Tires
- Legacy Tour Plus (shown)
- Aspen
- Euro Tour
- Radialmax
- Legacy Tour Plus H
- SXP GT
- Fulda
- Pacemark
- Big Foot
- Pathmax
- As Advertised
- Major Brand

Available Major Brand Metal Headers

- Michelin
- BF Goodrich
- Goodyear
- Dunlop
- Pirelli
- Yokohama

BIG O TIRES

Big O Tires Sign (Metal)
16" x 96" • #GAR-111 • ~~$231.75~~

The following signs slide easily into the H- and T-Fixture Displays, and come with a wide variety of messages. Please call O Advertising for pricing.

PERFORMANCE

Signs available in the following styles:

Wheels	#PP601	Light Truck	#PP604
Passenger	#PP602	Name Brands	#PP605
Performance	#PP603		

WHEELS

Signs available in the following styles:

Now On Sale	#PP301	Services	#PP307
Suspension	#PP302	Brakes	#PP308
Alignments	#PP303	Lube/Oil	#PP309
Shocks/Struts	#PP304	In-store Special	#PP310
Name Brands	#PP305		
Wheels	#PP306		

A. Custom 3' x 5' Big O Tires Doormat

#001-001-0RUG
$127.95

B. Floor Window Frame

Used to display floor inserts from POP packages. Inserts not included.
#016-0014 • $100.25

C. Tire Stand

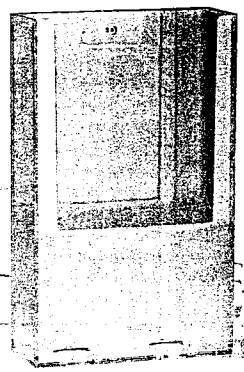
*Tire center and signs included.
#S-3092 • $167.50 ea.

D. Racing Deck Floor

Call for Advertising for details.

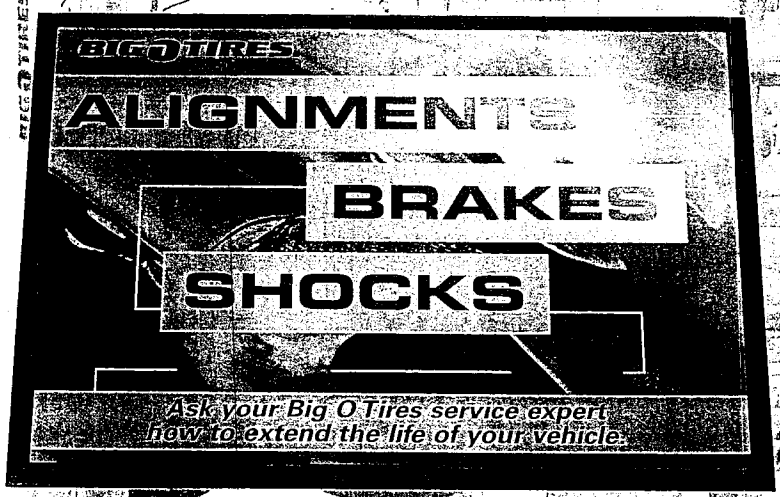
A. Information Center

This display holds brochure holders and price cards holders. It has a metal wall and magnets which allows a place to display newspaper ads (27"L x 23"W x 75"H)
#277-009 • $593.30



B. Brochure Holder

Used on Red Piping and Information Center displays.
#772-109 • $5.15

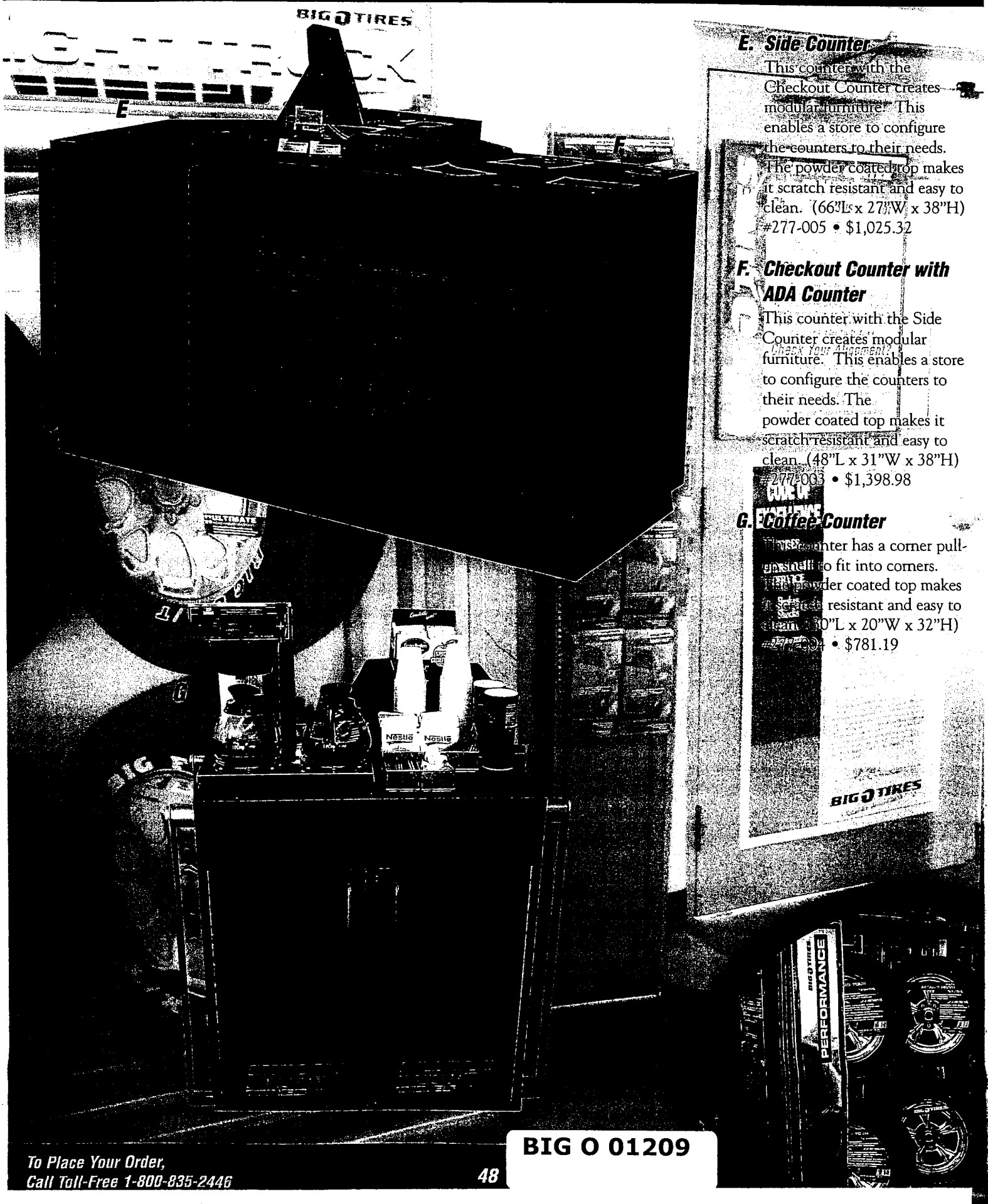


C. Desk Window Frame

Used to display counter inserts from POP packages. Inserts not included.
#016-0015 • $25.95

D. Electrical Light Box (20" x 24")

#008-0017 • $169.95 (includes picture)



E. Side Counter

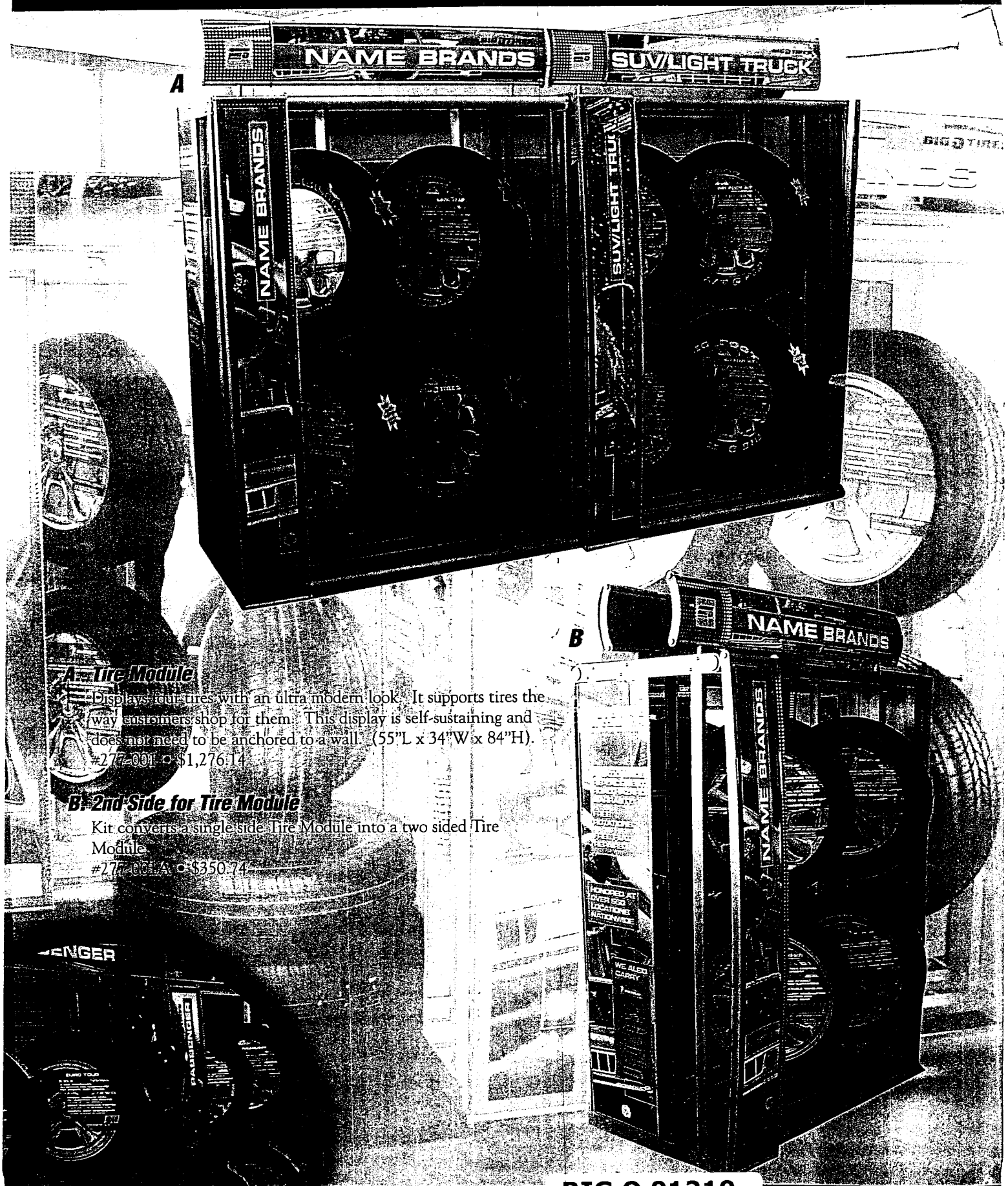
This counter with the Checkout Counter creates modular furniture. This enables a store to configure the counters to their needs. The powder coated top makes it scratch resistant and easy to clean. (66"L x 27"W x 38"H) #277-005 • $1,025.32

F. Checkout Counter with ADA Counter

This counter with the Side Counter creates modular furniture. This enables a store to configure the counters to their needs. The powder coated top makes it scratch resistant and easy to clean. (48"L x 31"W x 38"H) #277-003 • $1,398.98

G. Coffee Counter

This counter has a corner pull-out shelf to fit into corners. The powder coated top makes it scratch resistant and easy to clean. (30"L x 20"W x 32"H) #277-004 • $781.19

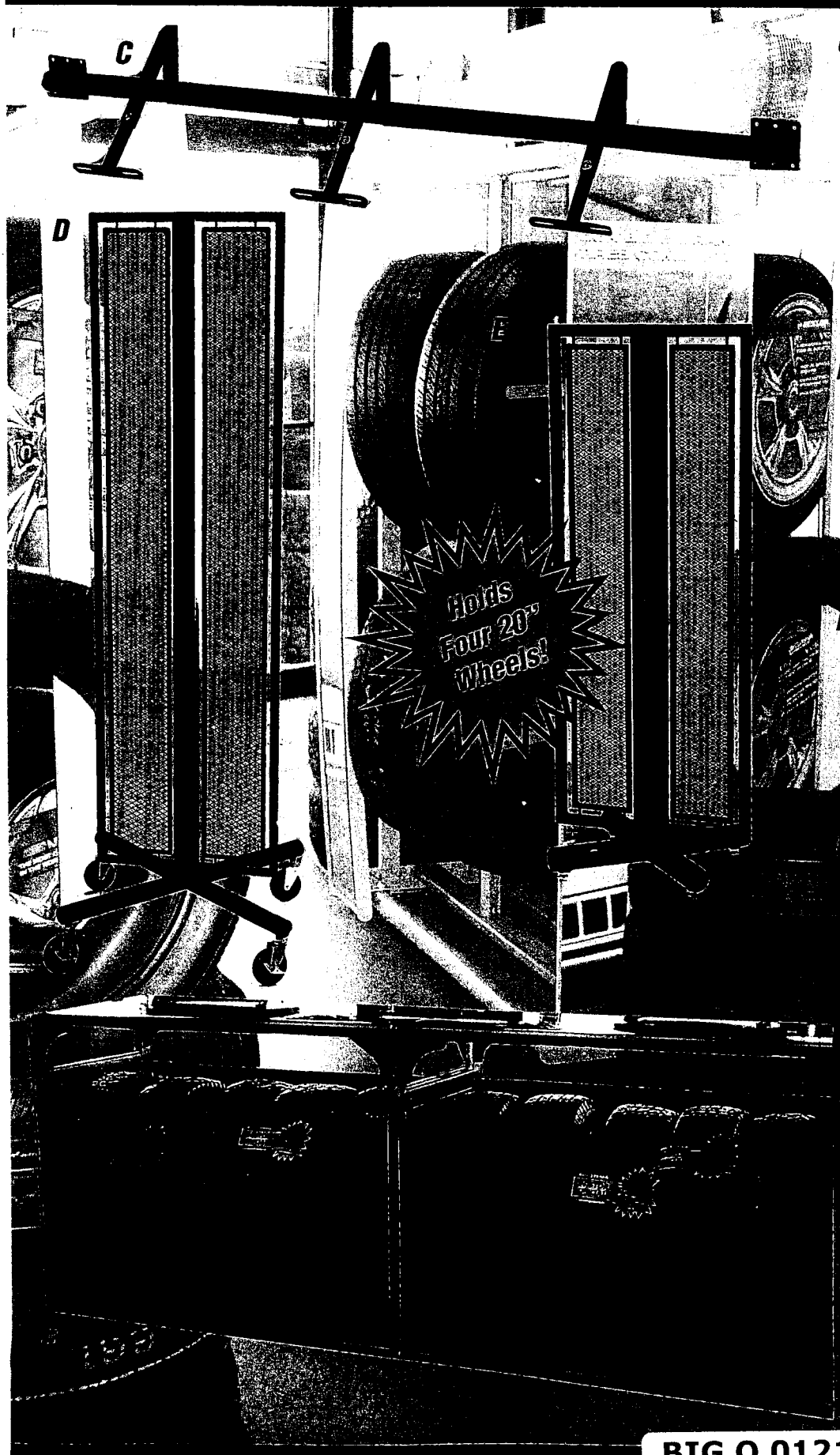


A. Tire Module

Displays four tires with an ultra modern look. It supports tires the way customers shop for them. This display is self-sustaining and does not need to be anchored to a wall. (55"L x 34"W x 84"H).
#277-0001 • $1,276.14

B. 2nd Side for Tire Module

Kit converts a single side Tire Module into a two sided Tire Module.
#277-0011A • $350.74



C. Wall Mount Wheel System

This smaller size give the display greater flexibility to be mounted. Holds three 16" wheels or two 20" wheels. The wheel system is mounted above other displays to take advantage of all wall space. The brackets are angled to give wheels easy viewing by customers. Mounting plates spaced to enable mounting on brick or studs. (66"L) Small enough to deliver by UPS to limit shipping costs.
#277-008 • $250.00

D. Floor Wheel Spinner

This display holds eight 16" wheels or six 20" wheels. Display rotates 360 degrees to allow easy access to both sides of spinner. Mounted on casters for easy moving.
(27L x 27"W x 80"H) Small enough to deliver by UPS to limit shipping costs.
#277-006 • $430.00

E. Counter Wheel Spinner

This display holds four wheels. Spinner is ideal to use on counters where space is limited. Display rotates 360 degrees to allow easy access to both sides of spinner. (15"L x 15"W x 48"H) Small enough to deliver by UPS to limit shipping costs.
#277-007 • $210.00

F. Tire Counter

This counter's smaller size makes this counter more flexible to place in the showroom. This display is ideal to put in front of windows. A store can display tires in front of windows and still have visibility to practice the VIP program. The powder coated top makes it scratch resistant and easy to clean. Holds five tires. (66"L x 30"W x 41"H)
#277-010 • $742.65

BIG O 01211

A. Rolling Barrel Stack Display

Mounted on five wheels to allow for easy rolling. The wheels are soft enough to roll on floor tile. This display is designed for indoor or outdoor use. (35"L x 35"W x 56"H) Small enough to deliver by UPS to limit shipping costs.
#277-011 • $149.95
Available signs (shown) sold separately for $59.95 each.

B. Sales Kiosk

This sales tool allows the salesperson to work side by side the customer while working on the computer. This reduces possible barriers to closing a sale. The powder coated top makes it scratch-resistant and easy to clean. (30"L x 30"W x 43"H)
#277-002 • $698.90

BIG O 01212

There are four convenient ways to purchase O Advertising merchandise: cash, check, credit card, and by account. UPS handles standard shipments, however, other carriers are available upon request. Special orders may also be accepted upon request (i.e., key chains with a specific store address). Due to the possibility of cost increases throughout the year, O Advertising reserves the right to change pricing at any time, without prior notice. Call O Advertising for details at 1-800-835-2446.

Call O ADVERTISING at 1-800-TEL-BIGO for:

Wearable Items
Displays
Point-of-Sale Material:
Balloons & String
Product Brochures

Specialty Items:
- Key Chains
- Pens/Pencils
- Gift Certificates
- Cups/Mugs

Warranty Pads
DOT Cards

SPECIAL ORDERS AVAILABLE!

To Order Custom Ad Specialty Items go to www.BigOTires.com/Extranet and click the O Advertising link or call 1-800-835-2446

NATIONAL UNIFORM PROGRAM

Call Big O Marketing at 1-800-321-2446 or
O Advertising at 1-800-835-2446 for details.

Call Customer Service 1-877-424-4699 for:

Price Cards
Tire Bags
Service Work Orders
Warranty Folders
Dealer Directories
Product Brochures
Litter Bags
Floor Mats
Seat Covers
Steering Wheel Covers
Thank You Cards
Key Tags
Neon Pens
Inspected Trade-In Labels
Rotation Labels
Used Tire Labels
Flat Repair Labels

Call MOORE WALLACE FORMS at 1-800-292-5670 for:

Invoices
Statements
Work Orders

Call SELECT PRINTING (NATL. PRINT PROGRAM) 1-800-658-8005 for:

Letterhead
Envelopes
Business Cards
Follow-Up Cards
Premium Tire Service Certificates
#10 Window Envelopes
Notepads
Discount Cards

REGIONAL OFFICE NUMBERS:

Cactus	602-272-5022	Western	707-446-4444
Central	303-728-5505	New Albany	812-944-1093
Southwest	909-605-6599		

BIG O TIRES®

Want Customers To Remember YOUR Store Specifically?

Customizable Specialty Items

The following items can be customized to include the city that your store is located in, along with your store's phone number:

ITEM NAME	Minimum Quantity	Price
Frisbee	250	$1.20
	500	$1.00
	1000	$.90
Bottle Opener Key Chain	250	$.70
	500	$.61
Red/Black Pen	500	$.39
	1000	$.37
32 Oz. Stadium Cups	250	$.73
	500	$.63
	1000	$.55
T-Shirts (Call O Advertising for art styles available)	100	$6.50
	200	$5.40

Items will take 2-4 weeks for delivery (depending on item)
Actual delivery quantity may vary +/- 5% and will be invoiced accordingly

Customizable Speciality Items Are Not Limited To Listed Items Above. Call O Advertising For Complete Details!

Advertising
1-800-TEL-BIGO

5025 Florence Street, Unit A • Denver, Colorado 80238
1-800-835-2446 • FAX 1-800-528-0701
In Colorado: (720) 374-2630 • FAX (720) 374-2635

BIG O 01214

BIG O TIRES

Top Fuel

Point-of-Sale, Wearable and Specialty Items

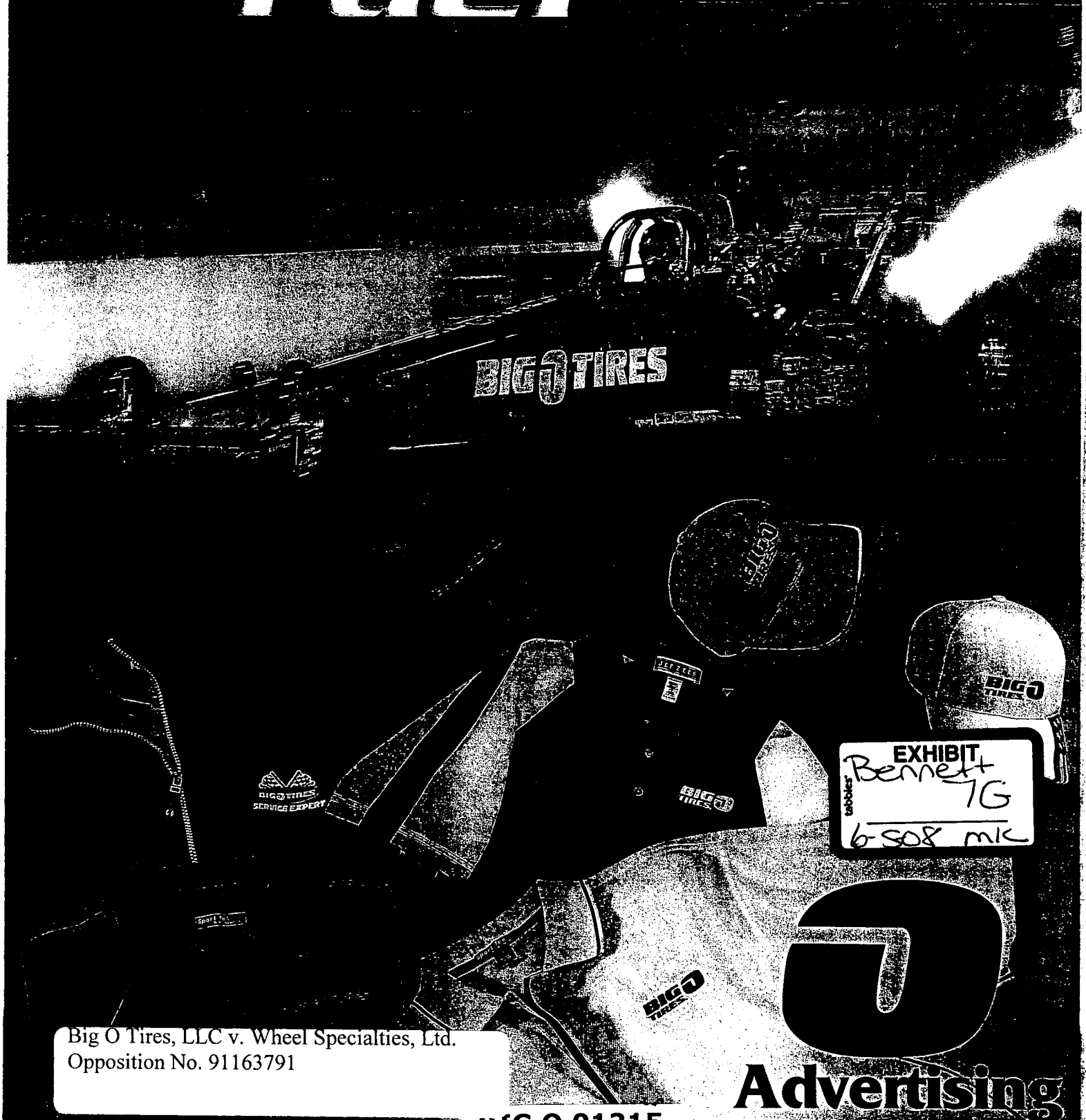


EXHIBIT
Bennett
76
6508 mlc

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

BIG O 01215

Advertising

2007 CATALOG

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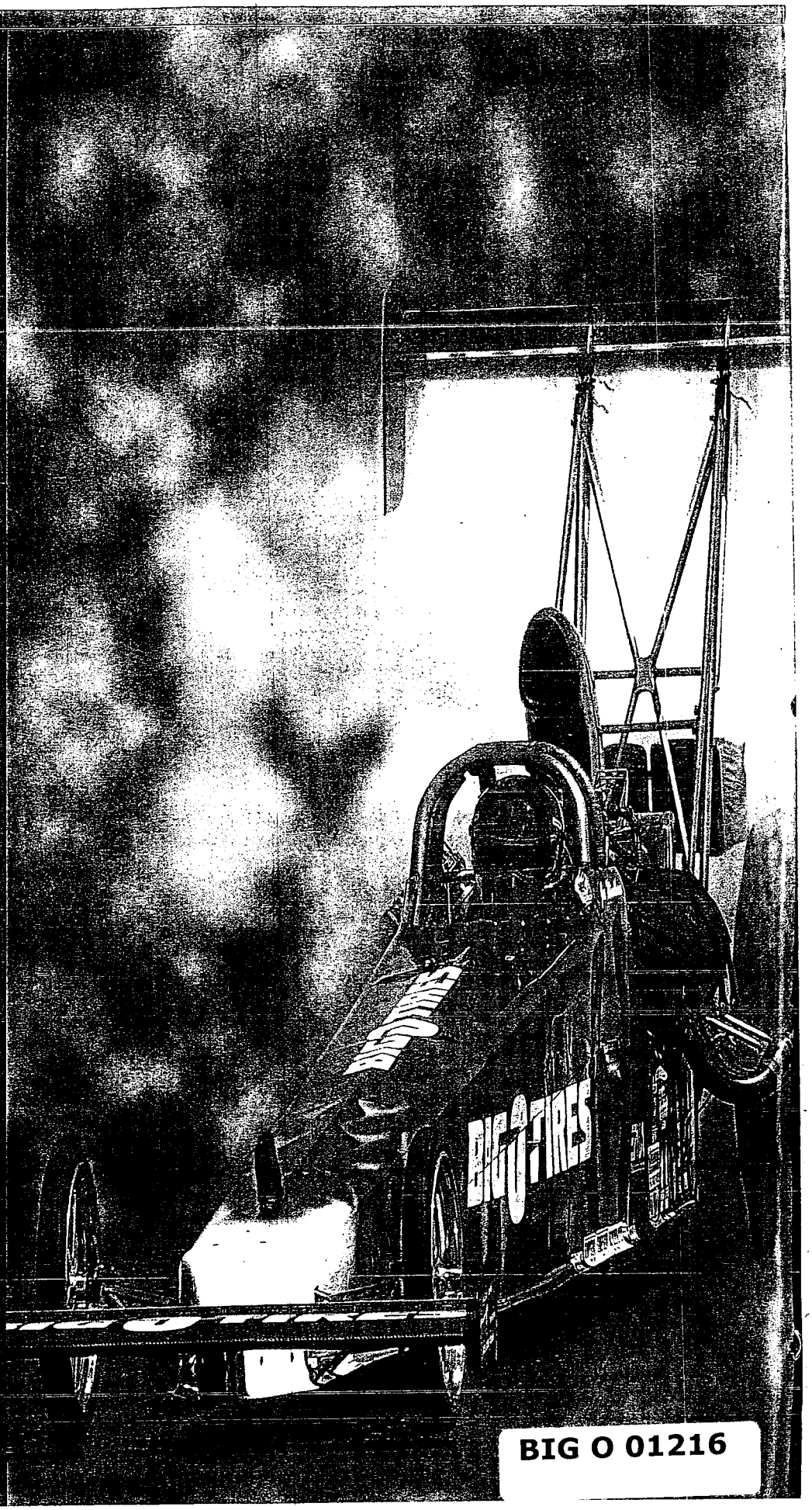
Due to fluctuation in materials, O Advertising reserves the right to change prices during the life of the catalog.



O Advertising

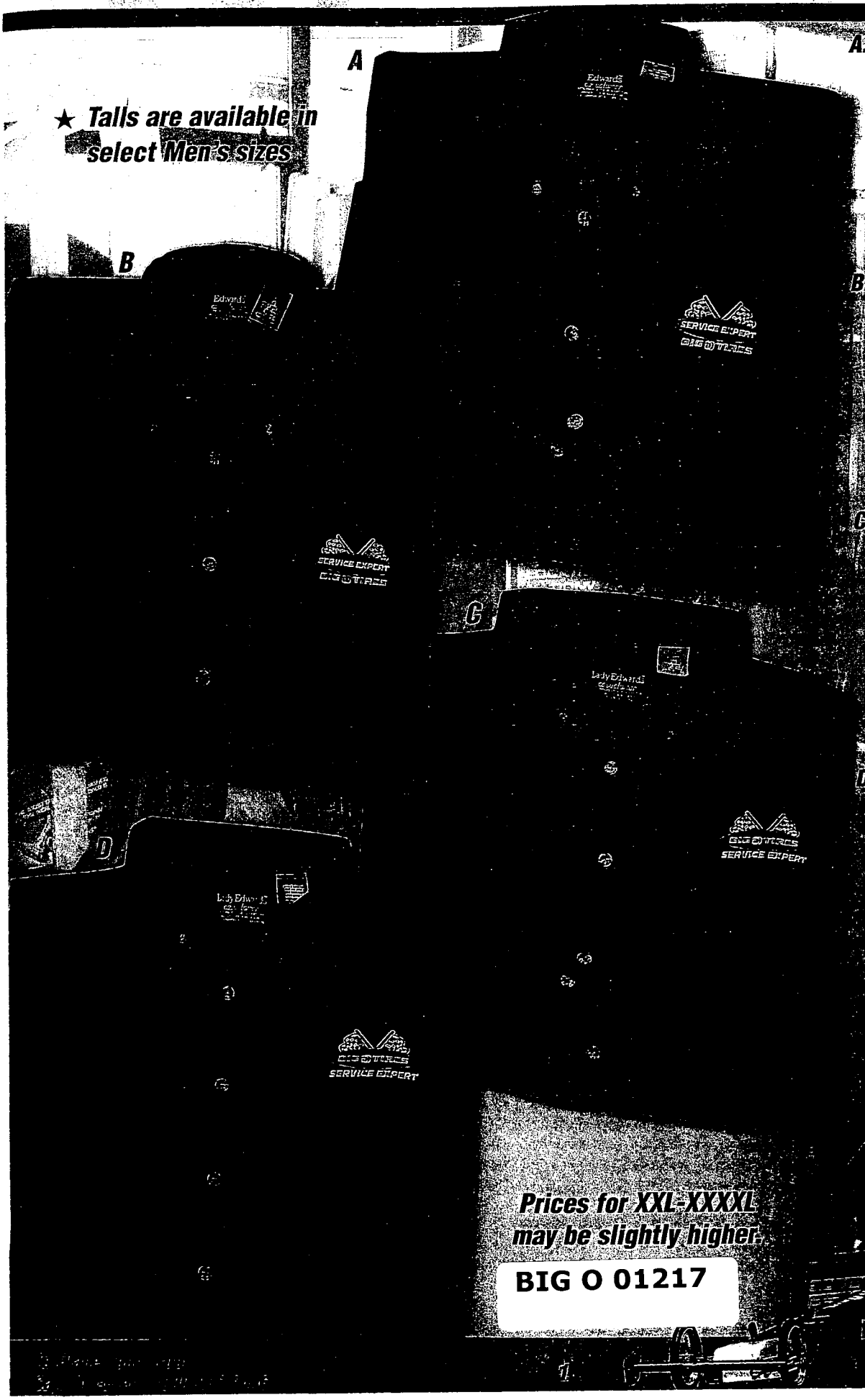
1-800-TEL-BIGO

BIG O 01216

BIG O TIRES

Uniform Items

★ Talls are available in select Men's sizes



A. Edwards Men's Long Sleeve Uniform Shirt
4.25 oz. 65/35polyester/ cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red. Sizes: S - 4XL. Part#3080 • $26.95

B. Edwards Men's Short Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/ cotton poplin short sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red. Sizes: S - 4XL. Part#3050 • $24.95

C. Edwards Women's Long Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red. Sizes: XS - 2XL. Part#3085 • $26.95

D. Edwards Women's Short Sleeve Uniform Shirt
4.25 oz. 65/35 polyester/cotton poplin long sleeve shirt with button-down collar and placket. Embroidered uniform patch included. Color: Red. Sizes: XS - 2XL. Part#3055 • $24.95

Prices for XXL-XXXXL may be slightly higher.

BIG O 01217

Uniform Items

BIG O TIRES

A. Big O Mock Turtleneck

100% cotton long-sleeve mock turtleneck. Constructed of heavyweight jersey fabric, pre-shrunk, rib-knit cuffs, double needle hem and neck.
Color: Black. Sizes: S - 3XL
Part#1247 • $17.50

B. Salesperson Jacket

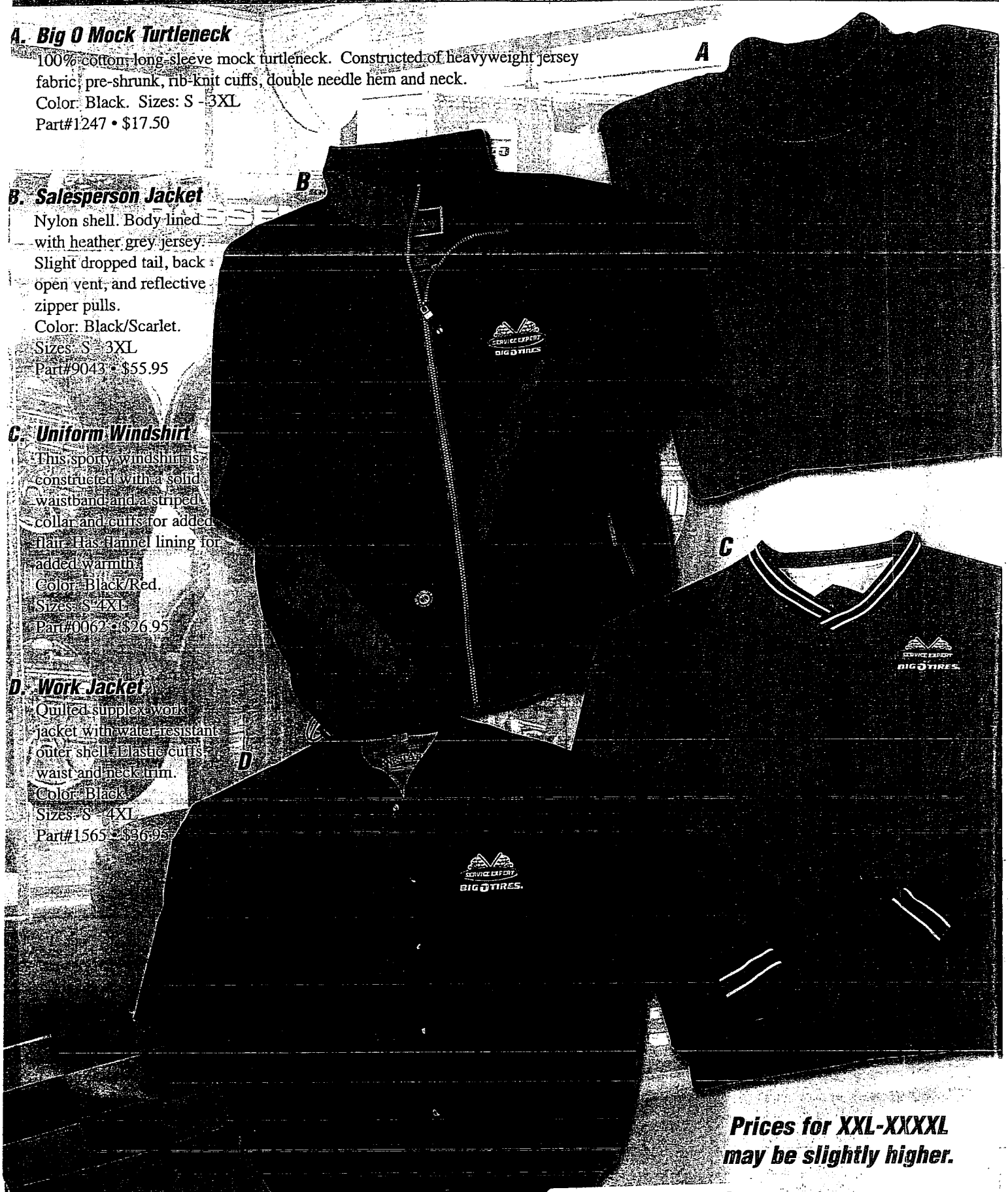
Nylon shell. Body lined with heather grey jersey. Slight dropped tail, back open vent, and reflective zipper pulls.
Color: Black/Scarlet.
Sizes: S - 3XL
Part#9043 • $55.95

C. Uniform Windshirt

This sporty windshirt is constructed with a solid waistband and a striped collar and cuffs for added flair. Has flannel lining for added warmth.
Color: Black/Red.
Sizes: S - 4XL
Part#0062 • $26.95

D. Work Jacket

Quilted supplex work jacket with water-resistant outer shell. Elastic cuffs, waist and neck trim.
Color: Black.
Sizes: S - 4XL
Part#1565 • $36.95



Prices for XXL-XXXXL may be slightly higher.

To Place Your Orde
Call Toll Free 1-800-835-21

BIG O TIRES

Uniform Items, Service Patches & Buttons

E. Low Profile Uniform Cap

Black brushed twill 6 panel structured low profile cap. Red eyelets. Two rows of red piping. Red puff embroidery. Velcro closure in back.
One size fits all.
Part#004-2430 • $9.95

F. Embroidered Big O Tires Footprint Cap

Pro-Style black twill cap with red accents. Two-tone decorative bill. Embroidered on crown and bill. Cap features a fab tab closure.
One size fits all.
Part#004-2420 • $9.95

G. Puff Logo Uniform Cap

Six panel mid-profile brushed cotton. Logo in puff embroidery for 3-D look. Velcro closure in back. One size fits all.
Color: Black/Red
Part#004-2490 • $9.95

H. Knit Stocking Cap

100% heavyweight acrylic knit.
One size fits all.
Part#004-2460 • $7.50

I. Poly Mesh Racing Cap

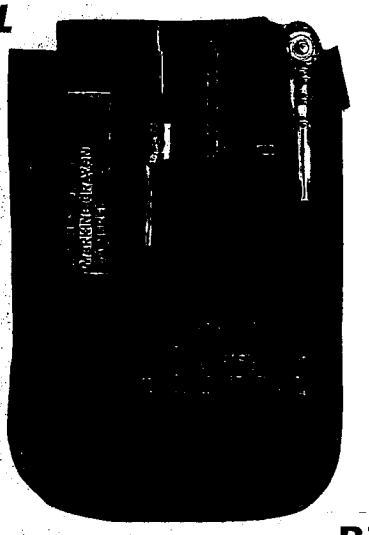
Adjustable back. One size fits all. Colors: Black
Part#004-303B • $2.95

J. Big O Uniform Patch

Part#011-0080
$.65 ea.

K. Yo Hablo Español Button

Part# 011-0082
$.55 ea.



L. Utility Tool Pouch

Includes; chalk, pen, air gauge, tread depth gauge and valve stem remover.
Part#PRO PACK
$11.95

M. Big O Pocket Protector

Part#017-626A
$1.07

Name Brand Wearables

A. Ping Dry-Fiber Dynamics Pique Sport Shirt

This 6.5 ounce 60% Cotton/40% wicking polyester jacquard pique polo by Ping has the DRY-FIBER DYNAMICS technology for more breathability. Accented with a classy ottoman weave collar and pearlized PING logo buttons and the PING tonal logo on the right sleeve and placket. Color: Pearl White.
Sizes: M-2XL
Part#0445 • $49.95

Close-up of fabric texture

B. Adidas ClimaCool Textured Polo

100% polyester Coolmax Extreme pique with hydrophilic finish and UV protection. Rib-knit collar with a two button placket. Set-in sleeve, mesh underarm gussets for added breathability. Open hem sleeves. Extended back length with vent hem.
Color: Black. Sizes: M-2XL
Part#0003 • $59.95

C. Ping Micro-fiber 1/2 Zip Windshirt

Pullover protection in a silky soft "silent" fabric. 100% micro-fiber resists wind and rain and doesn't make noise when you move. Mesh lining circulates air for comfort. Full cut for unrestricted movement. PING logo embroidery on upper center back and PING on right sleeve. Color: Stone/Black
Sizes: M-2XL
Part#0860 • $66.95

Prices for XXL-XXXL may be slightly higher.

D. Timberline Crew Neck Sport Shirt

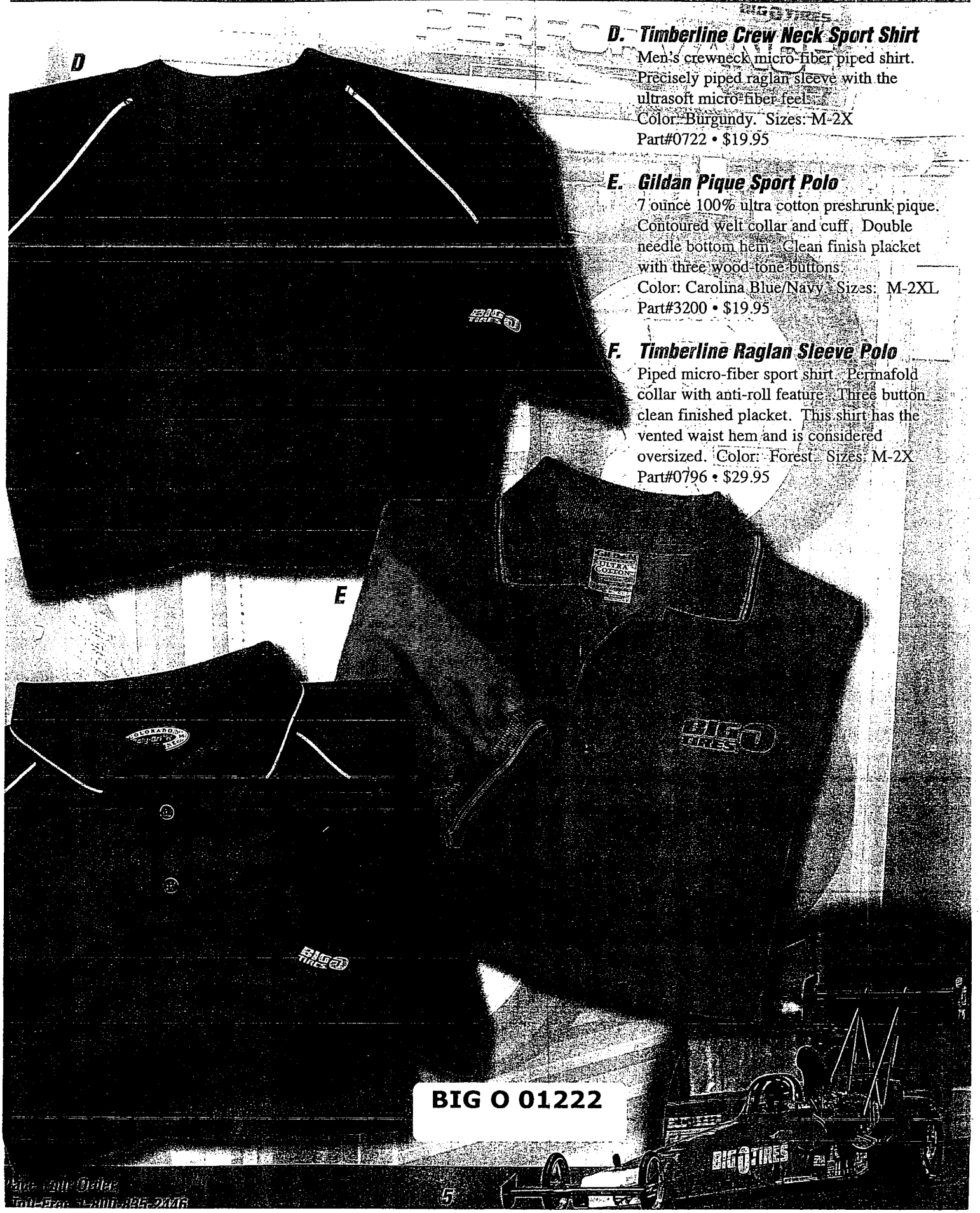
Men's crewneck micro-fiber piped shirt. Precisely piped raglan sleeve with the ultrasoft micro-fiber feel. Color: Burgundy. Sizes: M-2X
Part#0722 • $19.95

E. Gildan Pique Sport Polo

7 ounce 100% ultra cotton preshrunk pique. Contoured welt collar and cuff. Double needle bottom hem. Clean finish placket with three wood-tone buttons.
Color: Carolina Blue/Navy. Sizes: M-2XL
Part#3200 • $19.95

F. Timberline Raglan Sleeve Polo

Piped micro-fiber sport shirt. Permafold collar with anti-roll feature. Three button clean finished placket. This shirt has the vented waist hem and is considered oversized. Color: Forest. Sizes: M-2X
Part#0796 • $29.95



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Part#0796 • $29.95

BIG O 01222

A. Sport Tek Sport Polo

Men's Pima-Tek Sport Shirt with Contrast Piping. Sporty shoulder piping and matching collar trim. Self-fabric collar with contrast color underneath, 3 button placket, with pearlized buttons, tagless label, jersey taped neck and side vents.
Color: Red/Black. Sizes: M-2XL
Part#0301 • $36.95

B. Rivers End Solar Shield Jacquard Sport Shirt

SOLAR Shield is a trade marked UV Protection, moisture-wicking easy care fabric made of 100% polyester jacquard knit. UPF 30+ sun protection, silky feel and fluid drape. Designed to wick moisture away from your skin for rapid evaporation.
Color: Silver. Sizes: M-2XL
Part#3696 • $36.95

C. Sport Tek Dri-Mesh Sport Shirt

Dri-Mesh system ensures comfort by wicking moisture away from the skin. An innovative, breathable, 3.5 oz 100% poly double-mesh fabric that's ideal for active wear. Contrast side piping detail, striped placket and collar combine for modern look.
Color: White /Black. Sizes: M-2XL
Part#5467 • $29.95

BIG O 01223

D. Jerzees Contrast Sport Shirt

5.6 ounce 50/50 cotton/polyester jersey knit with raglan contrast colored sleeves and side panels.
Colors: Black/Grey.
Sizes: S-3XL
Part#0433-B • $19.95

E. Jerzees Contrast Sport Shirt

5.6 ounce 50/50 cotton/polyester jersey knit with raglan contrast colored sleeves and side panels.
Colors: Navy/White.
Sizes: S-3XL
Part#0433-N • $19.95

Prices for XXL-XXXL may be slightly higher.

BIG O 01224

A. Hanes Beefy Raglan T-Shirt with Piping

5.5 ounce 100% ring-spun cotton; classic beefy-T fit; contrast raglan sleeves with colored piping along armhole seams; tri-color garment body, collar and sleeves, and piping. Color: Charcoal/Red/Black.
Sizes: M-2XL
Part# 0122 • $12.95

B. Gildan Ultra Cotton Long Sleeve T-Shirt

6.1 ounce 100 % preshrunk cotton jersey; taped neck and shoulders; full cut; double needle hem; one seam double needle collar. Colors: Dark Heather.
Sizes: M-3XL
Part# 0240-H • $11.95

C. Gildan Ultra Cotton Long Sleeve T-Shirt

6.1 ounce 100 % preshrunk cotton jersey; taped neck and shoulders; full cut; double needle hem; one seam double needle collar. Colors: Navy.
Sizes: M-3XL
Part# 0240-N • $11.95

D. Sport Tek Micro-Fiber Jacket

Winning modern style with contrast piping on raglan sleeves and chest, extending over the 1/4th zip cadet collar. Features zipper slash pockets and back vent for breathability. Interior mesh yolk, elastic waist and cuffs. Color: Royal. Sizes: M-2XL
Part#0711 • $36.95

E. Men's Jacket

100% Polyester stretch woven shell fabric bonded to 100% polyester. Micro-fleece with a laminated film insert. Wind and water resistant. Features front zippered pockets and chest zippered pocket with zipper garage. Open bottom hem and lycra trimmed cuffs. Color: Black/Chrome
Sizes: M-2XL
Part#0790 • $64.95

F. Badger Hooded Sweatshirt

9-3 ounce ringspun 60/40 cotton/polyester; softer feel, low pilling; contrast shoulder panel insert; two ply hood with contrast liner and draw cord; athletic cut, spandex reinforced rib knit cuffs and waistband; pouch front pocket. Color: Maroon/Oxford
Sizes: M-2XL
Part#1261 • $35.50

G. Hooded Sweatshirt

9 ounce, 80/20 cotton/polyester ultra cotton blend. Double-lined hood, drawstring at neckline, double stitched pouch pocket and fashion knit trim.
Color: Black. Sizes: S-3XL
Part#9500 • $26.95

Prices for XXL-XXXL may be slightly higher.

BIG O 01226

BIG O TIRES

A. Pro Celebrity Ladies Polo
Great looking 4.5oz Moisture management polo. Five button placket and cap sleeves make for great styling.
Color - Black Sizes - S-XL
Part#0298 • $39.95

B. Cutter & Buck Ladies Half Zip Mock
This Drytec fabric mock is sleek and very neat appearing. Mock neck with half-zip placket and Cutter & Buck label on zip tab. Fabric is 51% combed cotton and 49% polyester jacquard.
Color Cardinal Sizes S-XL
Part#5975 • $49.95

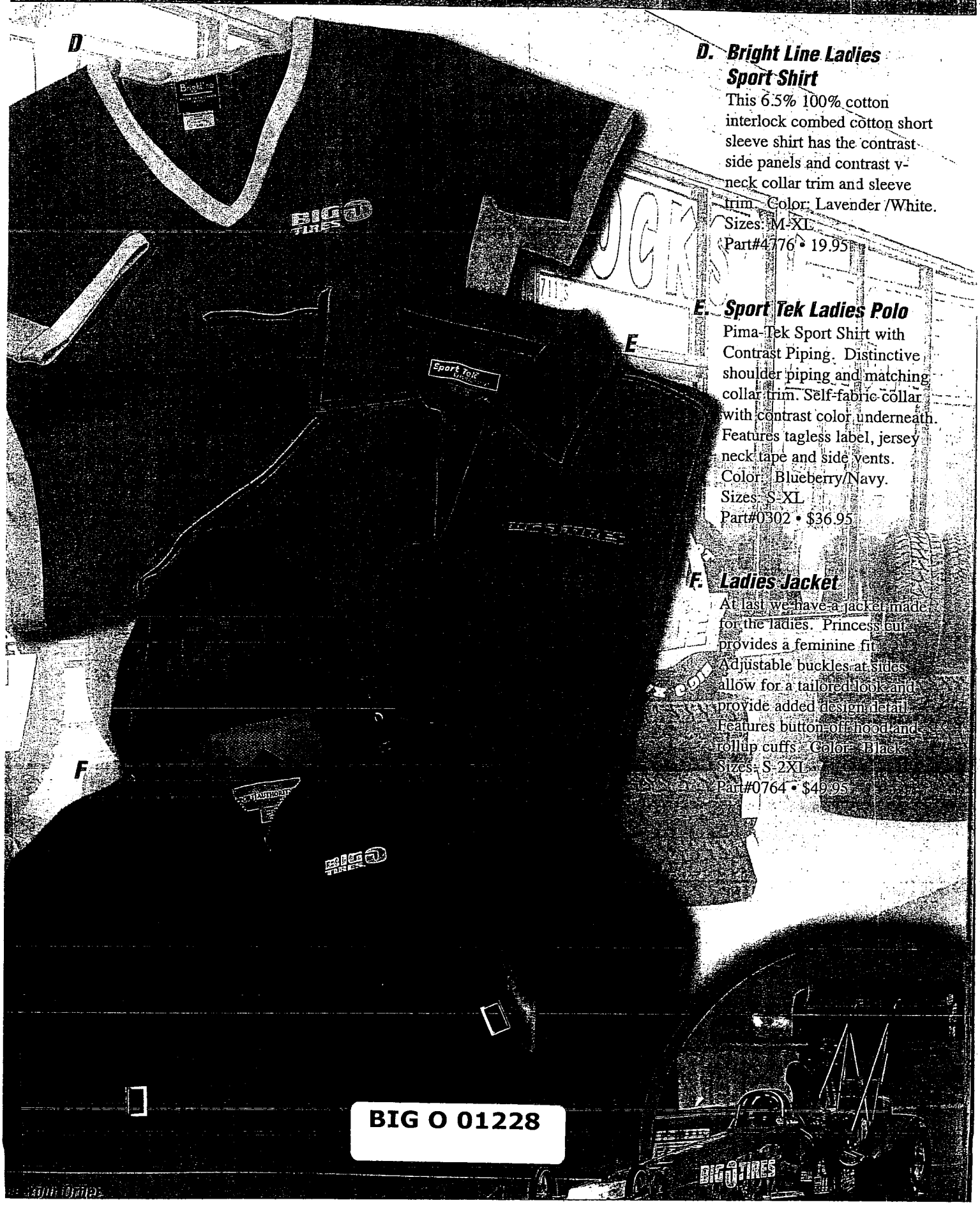
C. Ladies T-Shirt by Bella
Scoop neck 5.3 oz 100% pre-shrunk combed ring-spun cotton, super soft 1 X 1 baby rib knit, binding at neck and cover stitched hem at sleeve and bottom hem.
Color - Baby Blue
Sizes - M-XL
Part#0121 • $11.95

Prices for XXL-XXXXL may be slightly higher.

BIG O 01227

BIG O TIRES

Women's Wearables



D. Bright Line Ladies Sport Shirt

This 6.5% 100% cotton interlock combed cotton short sleeve shirt has the contrast side panels and contrast v-neck collar trim and sleeve trim. Color: Lavender /White. Sizes: M-XL Part#4776 • 19.95

E. Sport Tek Ladies Polo

Pima-Tek Sport Shirt with Contrast Piping. Distinctive shoulder piping and matching collar trim. Self-fabric collar with contrast color underneath. Features tagless label, jersey neck tape and side vents. Color: Blueberry/Navy. Sizes: S-XL Part#0302 • $36.95

F. Ladies Jacket

At last we have a jacket made for the ladies. Princess cut provides a feminine fit. Adjustable buckles at sides allow for a tailored look and provide added design detail. Features button-off hood and rollup cuffs. Color: Black Sizes: S-2XL Part#0764 • $49.95

BIG O 01228

A. Racing Stripe Cap
100% Cotton Canvas. Constructed Mid Profile Cap. Velcro Strap Closure. One size fits all.
Color: White/Black
Part#004-2650 • $9.95

B. Racing Stripe Cap
100% Cotton Canvas. Constructed Mid Profile Cap. Velcro Strap Closure. One size fits all.
Color: Navy/White
Part#004-2660 • $9.95

C. Vintage Washed Contrast Stitch Cap
Low Profile Cap. 100% Cotton Twill. Six Panel Construction. With Velcro closure. One size fits all.
Colors: Stone/Black
Part#004-2630 • $9.95

D. Vintage Washed Contrast Stitch Cap
Low Profile Cap. 100% Cotton Twill. Six Panel Construction. With Velcro closure. One size fits all.
Colors: Hunter/Stone
Part#004-2640 • $9.95

E. Brushed Cotton Cap
Medium Profile with contrasting corner bill detail. Six panel with sewn eyelets. Fabric strap with sliding buckle. One size fits all. Color: Black/Yellow/White
Part#004-2610 • $9.95

F. Brushed Cotton Cap
Medium Profile with contrasting corner bill detail. Six panel with sewn eyelets. Fabric strap with sliding buckle. One size fits all. Color: Sand/Black/White
Part#004-2620 • $9.95

BIG O 01229

Patriotic Cap
Medium profile cap with constructed front panel. Flag embroidery on side of bill, velcro closure on back. Support our troops label on backside of panel. Color: White
Part#004-2560 • $10.95

Solid Orange Hunting Cap
Call for availability.
Part#004-4868 • $3.40

Green Camouflage Cap
Call for availability.
Part#004-3690 • $3.95

Orange Camouflage Cap
Call for availability.
Part#004-9229 • $3.95

Camouflage Beanie
100% acrylic. One size fits all.
Color: Camouflage
Part#004-4460 • $8.95

Beanie Cap
100% Acrylic with contrast stripe around bottom. One size fits all.
Color: Oxford / Black
Part#004-2440 • $8.95

G H I J K L

Close-up of logo on Baby Romper

BIG O 01230

M. Baby Romper
5.5 oz 100% ringspun cotton 1x1 rib knit; one-piece underwear.
Color: Mint
Part# 0514 - Sizes: 6 month, 12 month, and 18 month • Price: $9.95

A. Travel Mug
16oz Stainless steel liner, molded drink thru lid. Color: Pewter/Black
Part#034-0014 • $9.95

B. Ice Chest
Part#COOLER • $4.60

C. Stadium Cup
16oz. Part#034-C16S • $.79

D. Latté Mug
20oz. Part#034-0011 • $5.75

E. Black Coffee Mug
Part#034-0007 • $2.25

F. Can Cooler
Part#034-0010 • $1.49

G. Frisbee
Part#035-0010 • $1.10

H. Bottle Opener Key Chain
Part#011-600C • $.72

I. Click Pen
Part#009-0300 • $.29

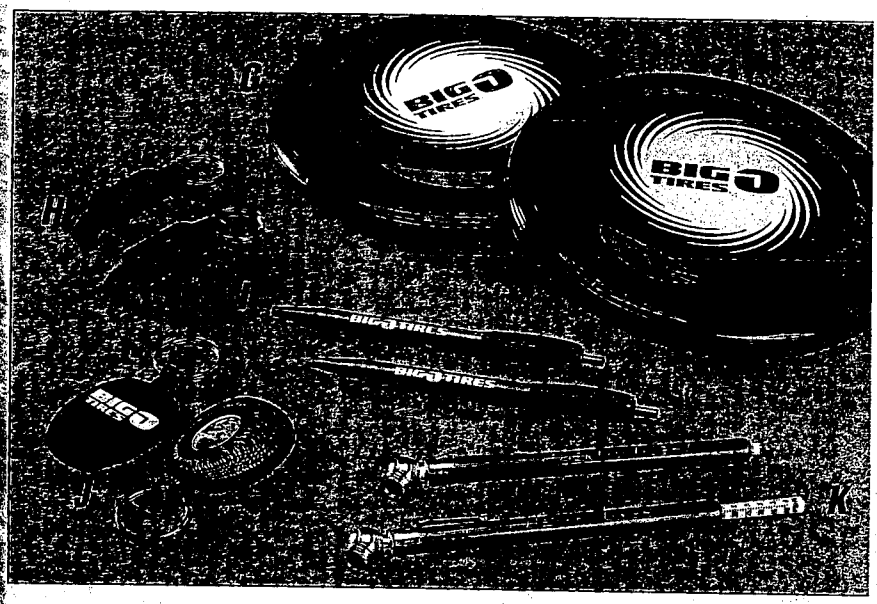
J. Tire Key Fob
Part#011-700C • $.58

K. Air Gauge
Part#007-5600 • $1.99

L. Golf Towel
Part#012-0004 • $8.95

M. Golf Tees
(Bag of 100) Part#012-0002 • $12.50

N. Golf Pouch with Tees
Part#012-POUC • $3.40



To Place Your
Call Toll-Free 1-800-83

Ice Scraper
with Brush
Part#013-AA61
$3.50

Ice Scraper
Part#013-0107
$1.30

Letter Opener
Part#032-S003
$.79

Lollipop
50 per bag
Part#001-MA20
$4.50

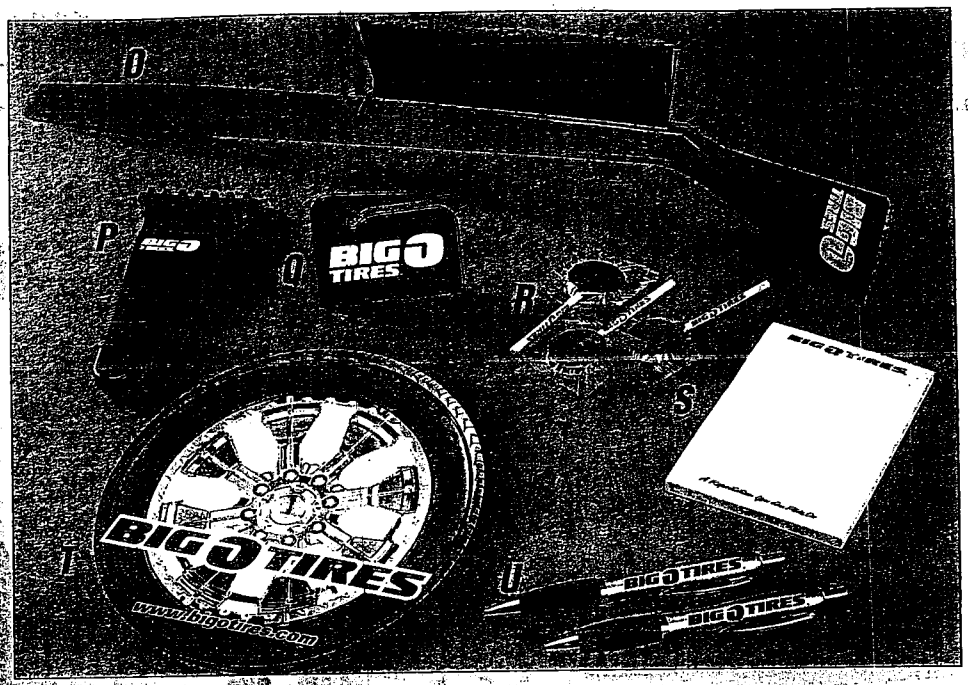
Note Pad
Pad/50
Part#033-S001
$.46

Mousepad
8" Round
Part#030-0595
$6.25

Grip Pen
Color: Red or Black
Part#009-0009
$.99

Slim Wall Clock
12" Diameter Clock with flat surface frame, Quartz analog movement, one AA battery included.
Part#037-5200
$19.95

Teddy Bear
with T-shirt
Part#036-0001
$16.95



BIG O 01232

Want to give the customer something extra to make them a loyal, return customer?

Turn the page and Check Out Our Customizable Specialty Items!

Large selection of items that make great giveaways, at low, low prices. See next page for complete details.

Want Customers To Remember YOUR Store Specifically?

Customizable Specialty Items

BIG O TIRES

T-shirts
(Call O Advertising for available styles)

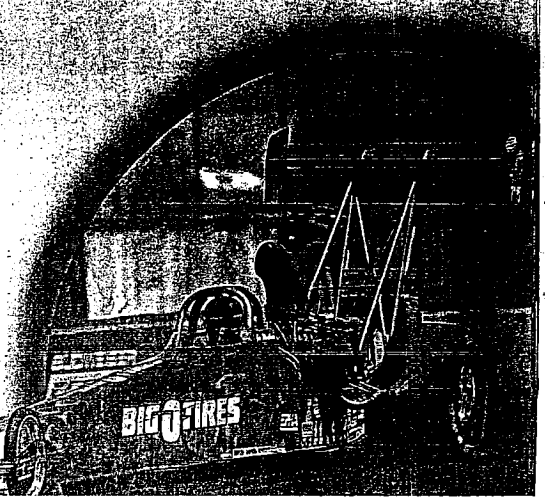
100	$6.50
200	$5.40
500	$4.12
1000	$3.78

Item Name	Set-up	Min. Quantity	Price
A. Letter Opener	$15.00	250	$.62
	$15.00	500	$.59
	$15.00	1000	$.55
B. 6" Ruler	$32.50	500	$.20
	$32.50	1000	$.18
	$32.50	2500	$.16
C. Tire Key Fob	$10.00	250	$.52
	$10.00	500	$.49
	$10.00	1000	$.47
D. Business Card Magnet	$32.00	500	$.47
	$32.00	1000	$.45
E. Red/Black Click Pen	$25.00	200	$.39
	$25.00	500	$.37
	$25.00	1000	$.36
F. Bottle Opener Key Chain	$25.00	250	$.60
	$25.00	500	$.55
	$25.00	1000	$.51

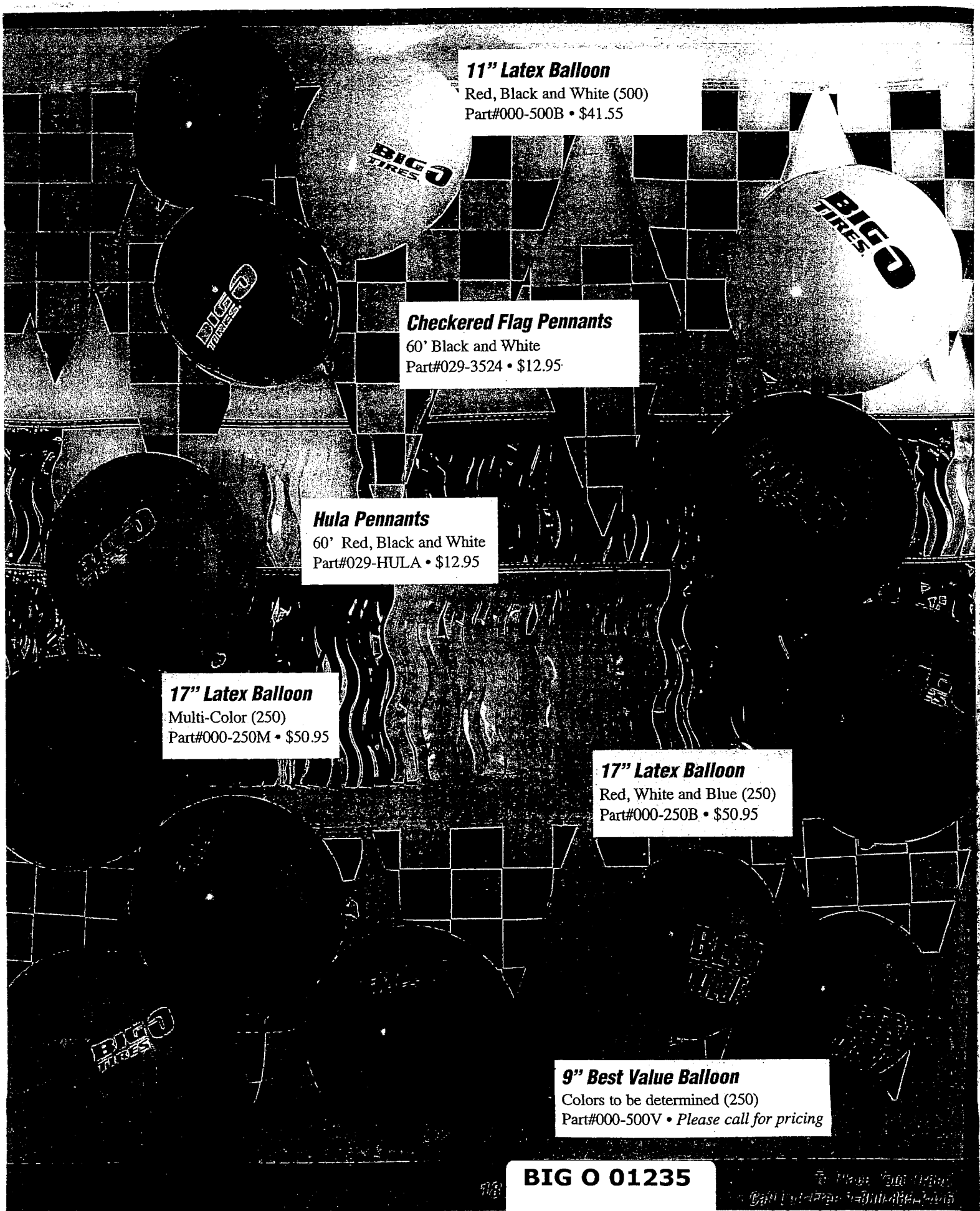
BIG O 01233

Item Name	Set-up	Min. Quantity	Price
16oz. Stadium Cup	$25.00	250	$.72
	$25.00	500	$.62
	$25.00	1000	$.54
Bike Bottle	$40.00	250	$.91
	$40.00	500	$.80
	$40.00	1000	$.78
Frisbee	$25.00	250	$.83
	$25.00	500	$.80
	$25.00	1000	$.78
	$25.00	2500	$.75
Coffee Mug	$43.75	36	$2.60
	$43.75	72	$2.35
	$43.75	144	$2.00
	$43.75	288	$1.80
Can Cooler	$40.00	200	$.83
	$40.00	500	$.77
7" Ice Scraper	$45.00	250	$1.04
	$45.00	500	$.97
Flashlight	$25.00	100	$1.90
	$25.00	200	$1.78
	$25.00	500	$1.67

Items will take 2-4 weeks for delivery (depending on item). Actual delivery quantity may vary +/- 5% and will be invoiced accordingly. There are some items that have room for telephone number only.



BIG O TIRES



11" Latex Balloon
Red, Black and White (500)
Part#000-500B • $41.55

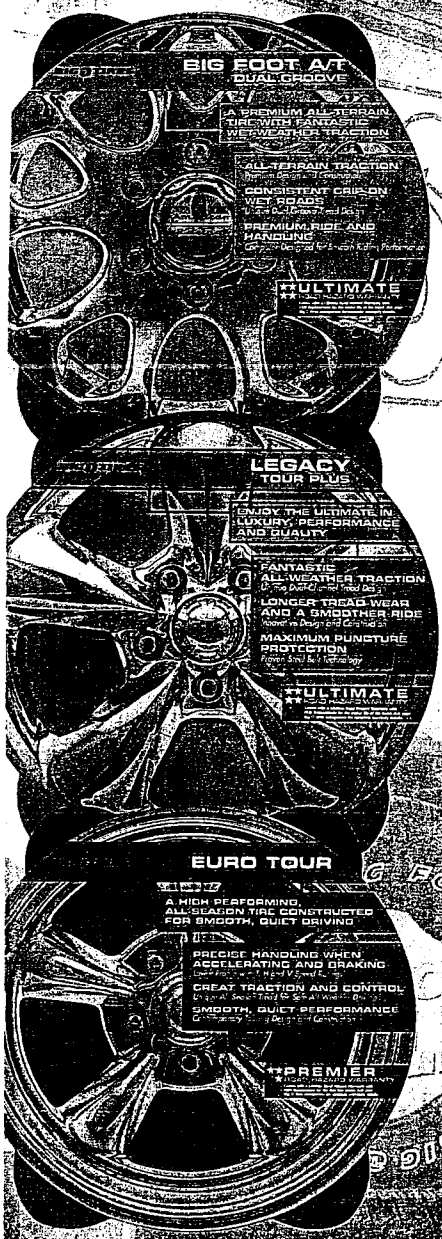
Checkered Flag Pennants
60' Black and White
Part#029-3524 • $12.95

Hula Pennants
60' Red, Black and White
Part#029-HULA • $12.95

17" Latex Balloon
Multi-Color (250)
Part#000-250M • $50.95

17" Latex Balloon
Red, White and Blue (250)
Part#000-250B • $50.95

9" Best Value Balloon
Colors to be determined (250)
Part#000-500V • *Please call for pricing*



A. These tire centers are available only through O Advertising.*

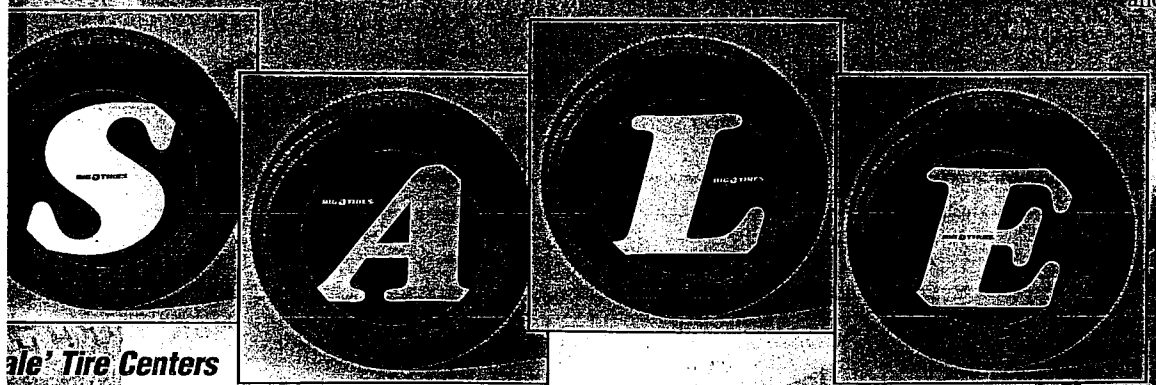
Big Foot All Terrain	Pathmax RT
Aspen	Radialmax
Big Foot Duel Groove	Big Foot Sport Touring
Euro Tour Passenger	Sigma Stampede
Euro Tour Performance	SXP GT
Falken 329	Sumitomo LT
Falken Light Truck	Sumitomo Performance
Falken Performance	Legacy Tour Plus
BF Goodrich Light Truck	Vengeance
BF Goodrich Passenger	Yokohama AS430
BF Goodrich Performance	Yokohama Light Truck
Goodyear Light Truck	Big Foot XT
Goodyear Passenger	
Goodyear Performance	***Also available in generic format:***
Big Foot HT	Passenger
Michelin Light Truck	Performance
Michelin Passenger	Light Truck
Michelin Performance	

NAME BRAND TIRES GUARANTEED LOW PRICES!

B. Specialty Tire Centers*

These bold interior signs call attention to featured messages.
Part#TC-MA • $4.07 ea.

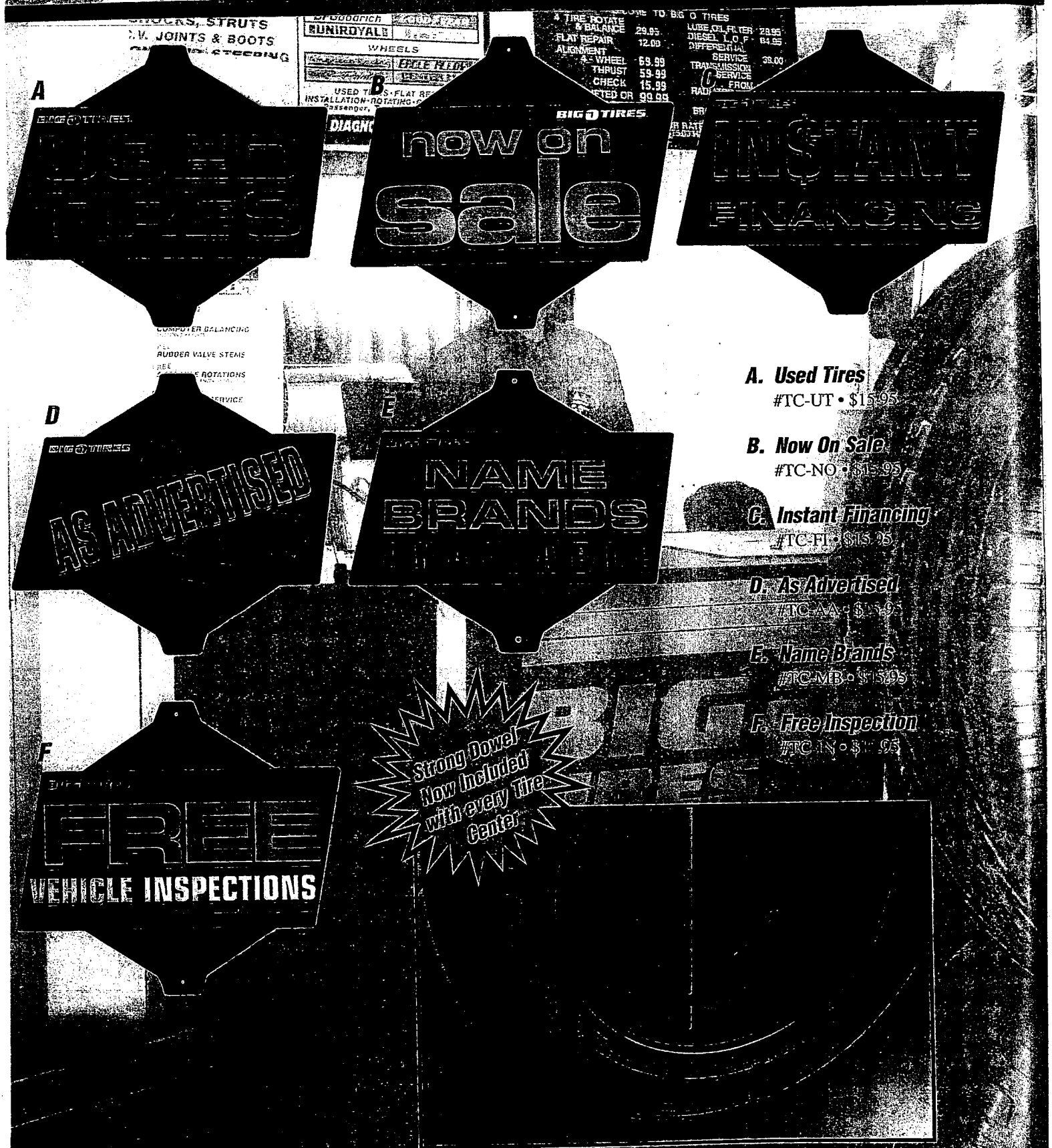
Other Specialty Tire Inserts available.
Instant Financing, Sale and As Advertised



ale' Tire Centers
C-Sale • $35.95
of 4

***All inserts are subject to change based on product line additions and/or deletions during the sales year.**
****Styrene backers sold separately.***

BIG O TIRES.



A. Used Tires
#TC-UT • $15.95

B. Now On Sale
#TC-NO • $15.95

C. Instant Financing
#TC-FI • $15.95

D. As Advertised
#TC-AA • $15.95

E. Name Brands
#TC-MB • $15.95

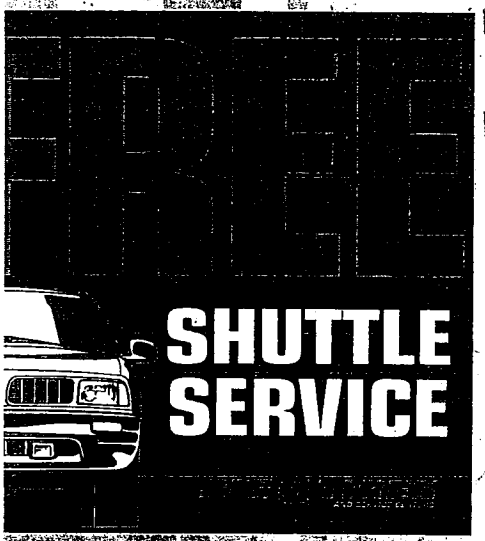
F. Free Inspection
#TC-IN • $15.95

Insert Dowel With Tire Center As Shown To Provide More Durability For Exterior Usage.

BIG O 01237

Don't You Want BANNER SALES?

Big, bold and highly visible, these banners are attractive enough to use alone, or in conjunction with other Point of Sale materials. Their size, and direct message are designed to quickly attract drive-by customers. Screen printed on durable Tyvek, or Poly means these banners are ideal for either indoor or outdoor usage.



H

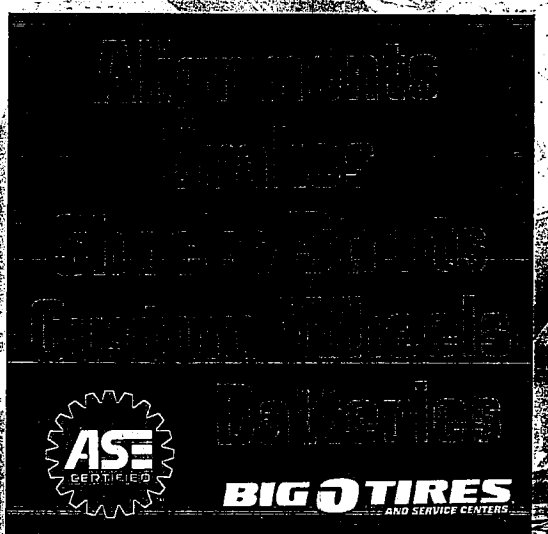
G. Free Shuttle
4' x 4' Poly w/grommets
#007-0066
$19.95
Design may change.

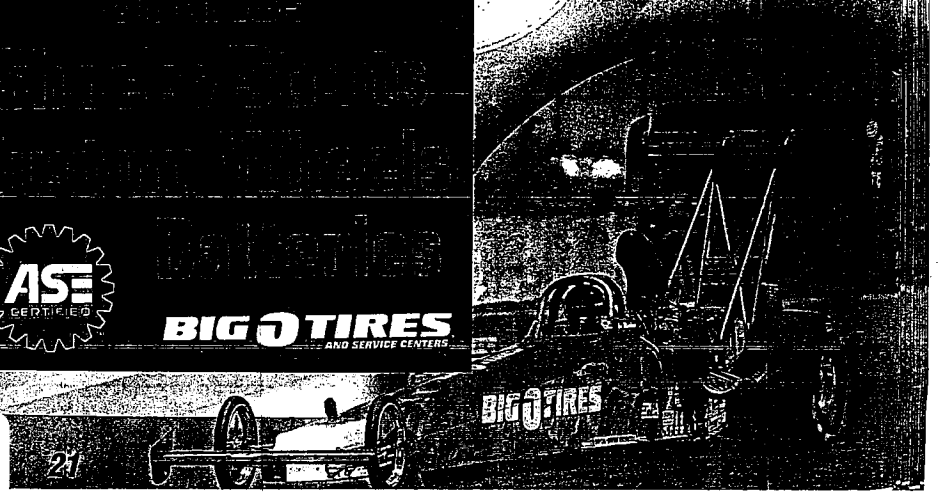
H. Used Tires
4' x 4' Poly w/grommets
#007-0043
$19.95

I. Grand Opening Sale
4' x 4' Poly w/grommets
#007-0045
$19.95

J. Brakes/Shocks/Struts
4' x 4' Poly w/grommets
#007-0052
$19.95
Design may change.

J





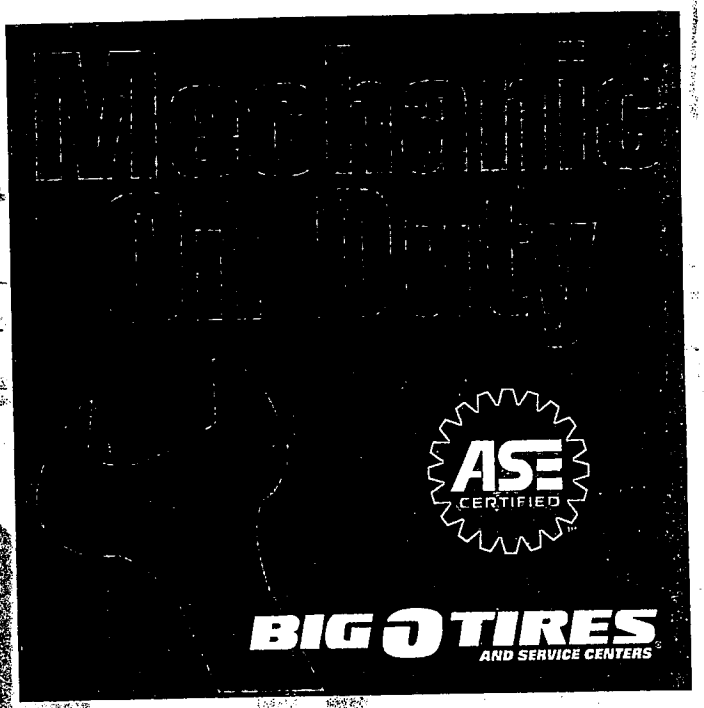
Your Order
Free 1-800-885-2446

BIG O 01238

BIG O TIRES

A

B



A. Sale
4' x 4' Poly w/grommets
#007-0041 • $19.95
Quantities are limited.

B. Mechanic on Duty
4' x 4' Poly w/grommets
#007-0050 • $19.95
Design may change.

C

C. Big O Tires Logo
2' x 3' Poly
#002-0045 • $25.95

D

D. Big O Tires Logo Decals
See provided chart for sizes and pricing. Logos may be used on banners and/or vehicles.

8.75" x 6" Black Vinyl #010-0009 • $6.50	4.5" x 39" Black Vinyl #010-0006 • $17.95	3" x 26" White Vinyl #010-0004 • $8.95
2" x 18" Black Vinyl #010-0003 • $6.95	6" x 52" Black Vinyl #010-0001 • $19.95	4.5" x 39" White Vinyl #010-0007 • $17.95
3" x 26" Black Vinyl #010-0005 • $8.95	9" x 77" Black Vinyl #010-0002 • $33.95	6" x 52" White Vinyl #010-0008 • $19.95

To Place Your Or
Call Toll-Free 1-800-835-2

ig O Tires Flag
x 5' Nylon with
ommets
07-FLAG • $54.95

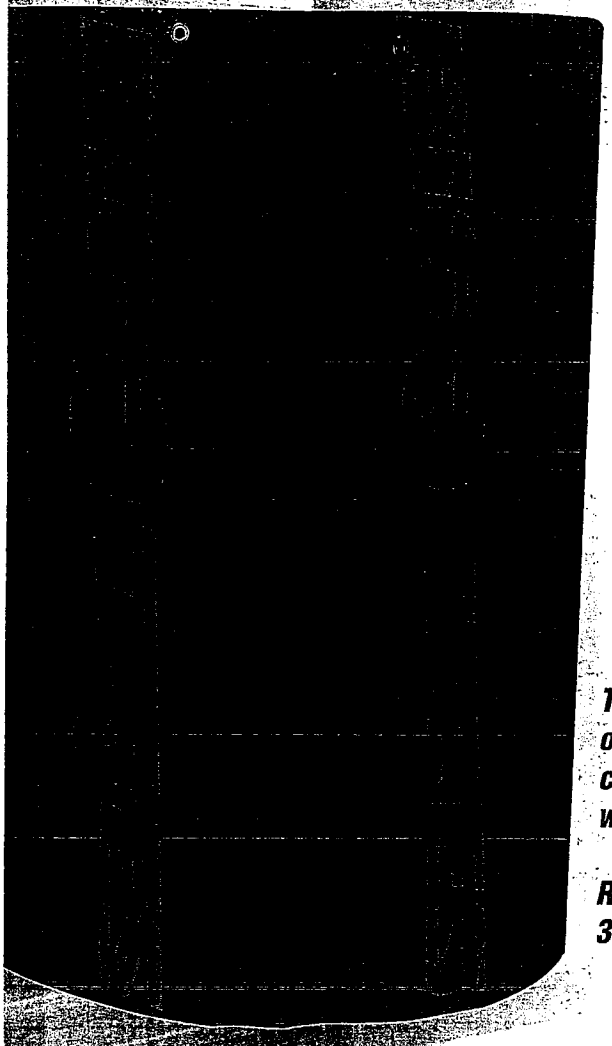
arrel Stacker
ly. Fits over Tire Stacks
ecommended tire size:
x10.50R15)
02-0023 • $23.95

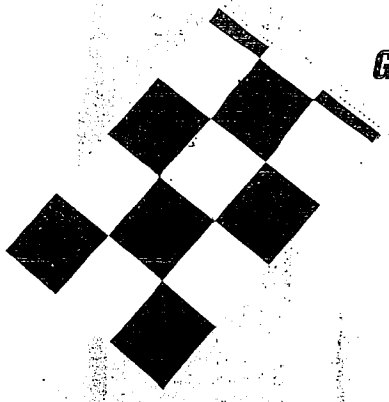
ag on a stick
" x 9" checkered flag on a
ck
29-3525 • Price $1.30

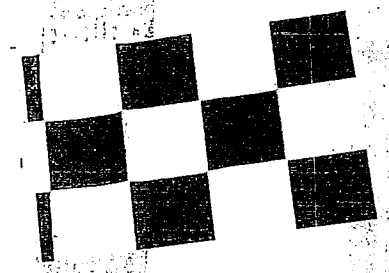
E

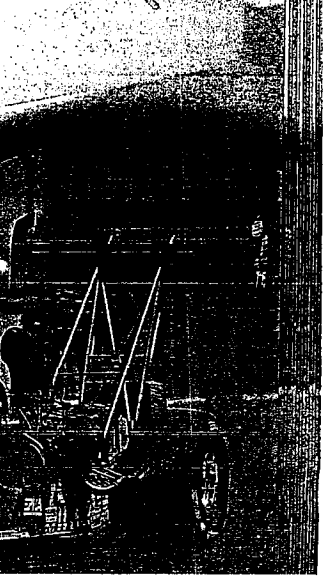
BIG O TIRES®
A Reputation You Can Ride On

G









Transform your indoor and outdoor tire stacks into colorful advertisements with barrel stackers.

Recommended tire size: 31x10.50R15

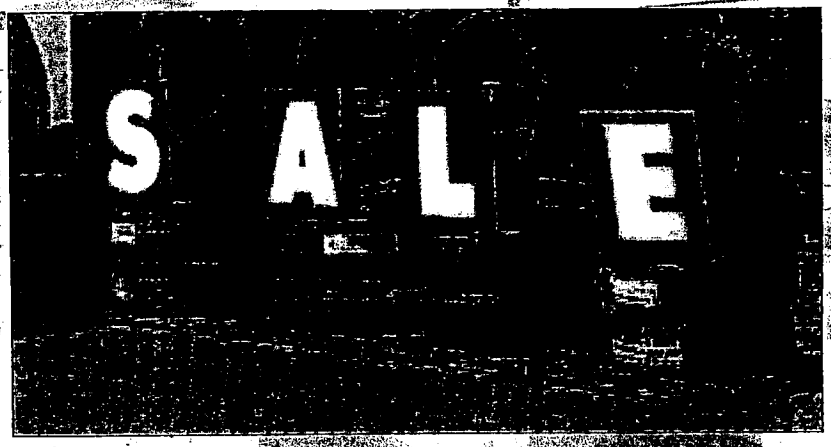
Exterior Signage

A. L-Shape Signs
(Rigid poly) 16" x 18"
#STN-SALE (shown) • $163.95

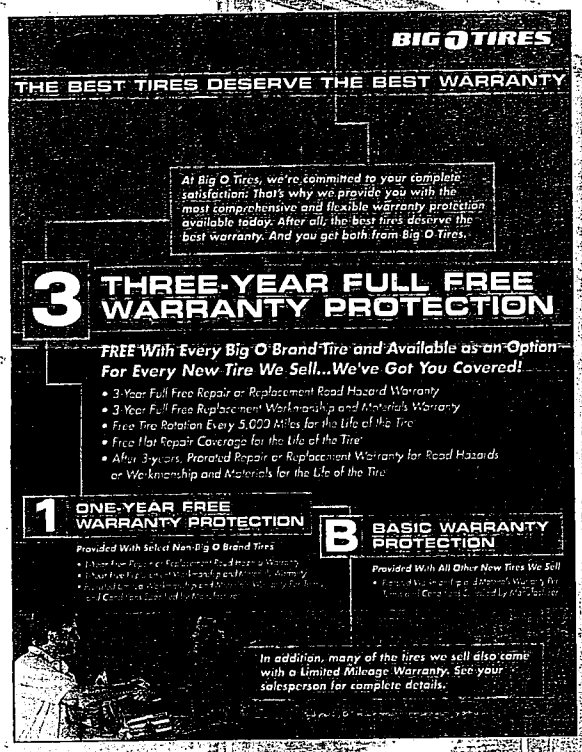
Also Available: 4 for $99
16" x 18" • #STN-99
(not shown) • $163.95

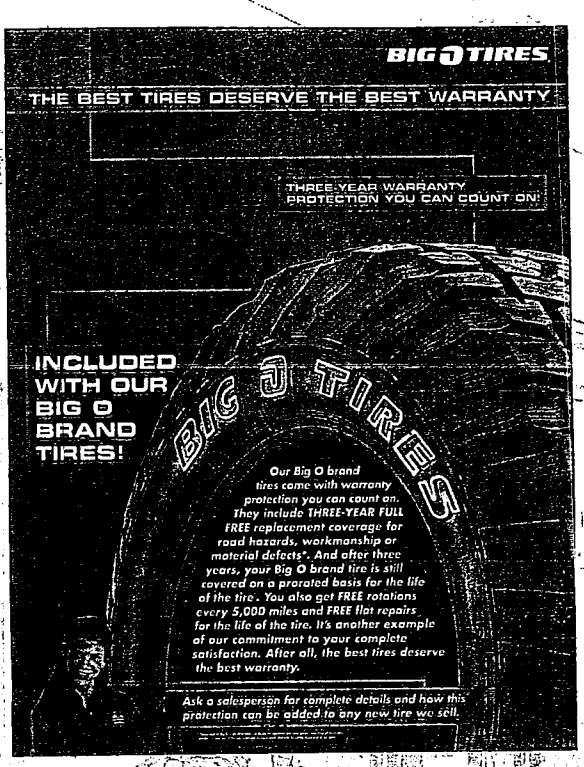
B. Wood A-Frame Sign
Styles available:
Lube/Oil/Filter (shown),
Tire Rotation, and Used Tires
#AF-101 • $184.95

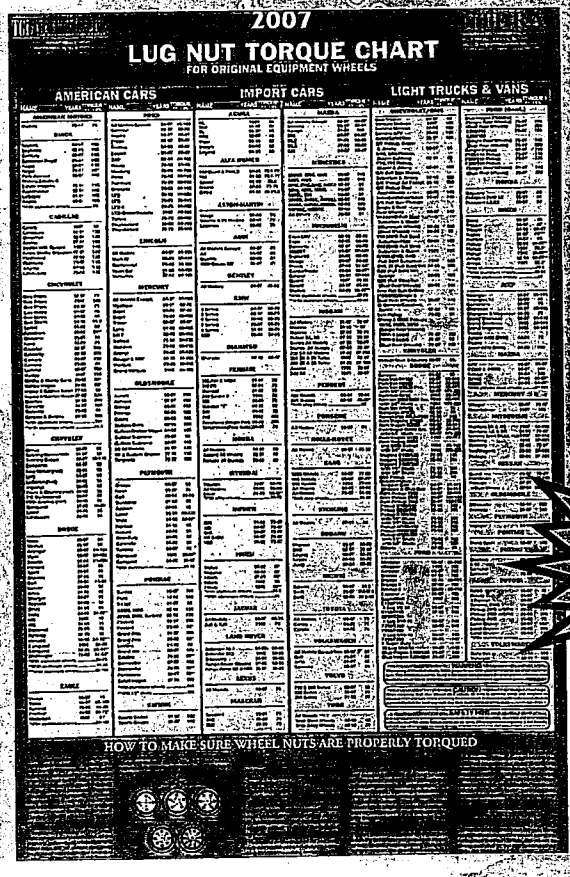
C. Curb Sign- (40" x 24")
Part#: 011-0088 • Price: $79.99



BIG O 01241







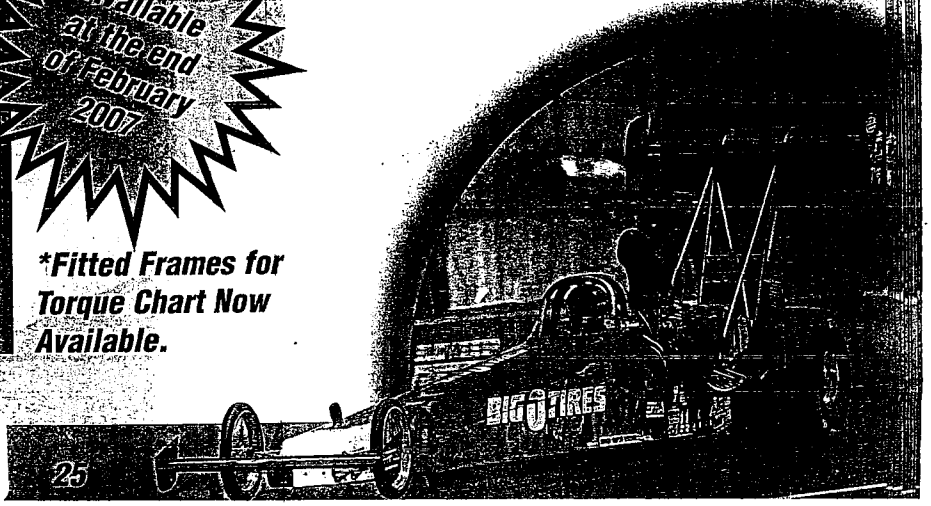
D. Warranty Comparison
22" x 28"
#001-0013 • Price to be determined.
Design may change.

E. Big O Brand Warranty Poster
22" x 28"
#001-0014 • Price to be determined.
Design may change.

F. 2007 Torque Chart
22" x 34"
#001 TORQ • $8.95

Available at the end of February 2007

*Fitted Frames for Torque Chart Now Available.



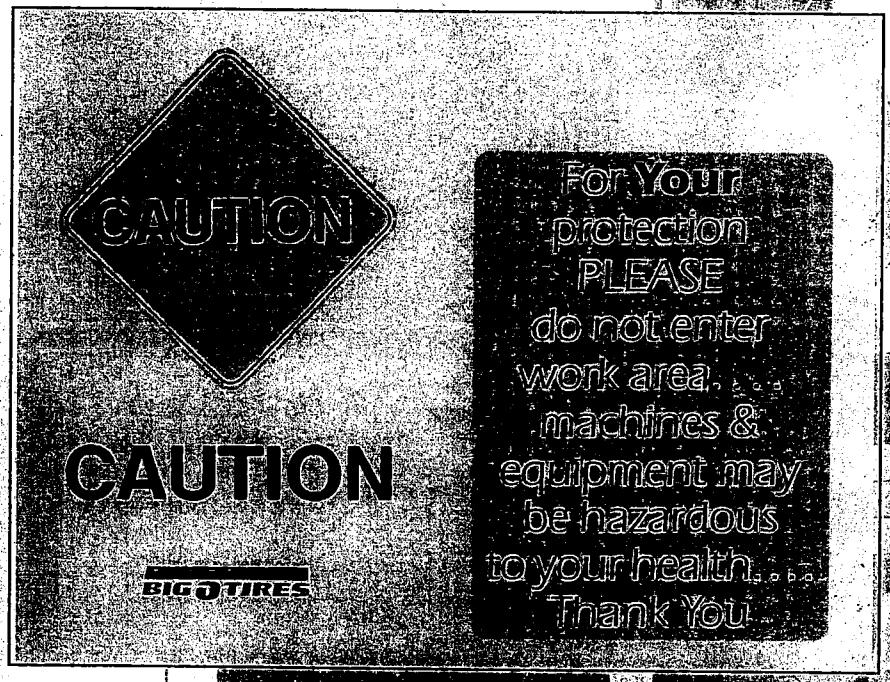
BIG O TIRES

A. Picture/Poster Frames

22" x 28"	16" x 20"	22" x 34"	22" x 28"
#016-0001	#016-0004	#016-0005	#016-0010
Red • $19.95	Red • $13.95	Red • $22.95	Black • $19.95

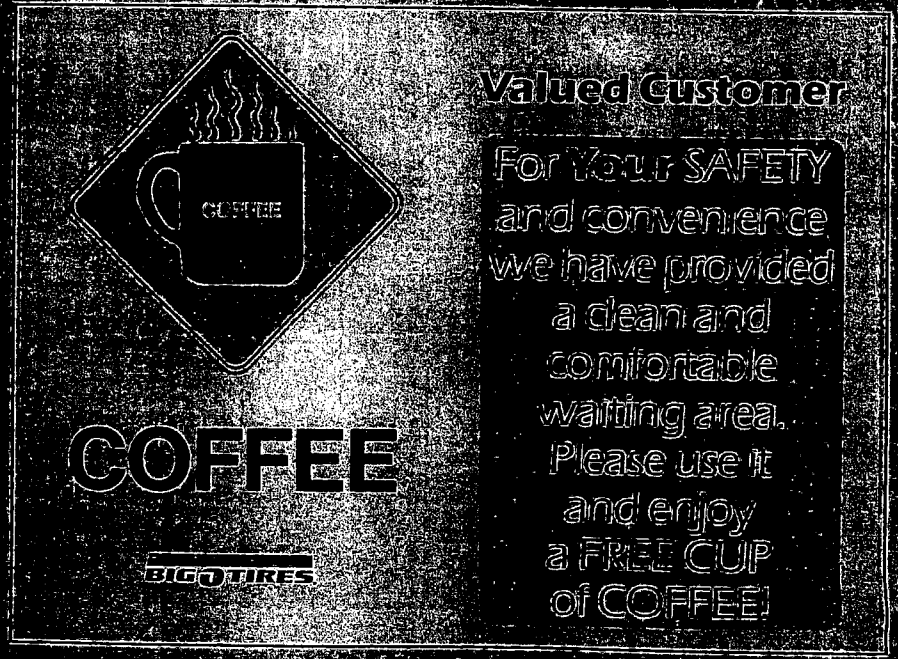
B. Caution Sign

16" x 22" Laminated
#008-0015 • $10.30

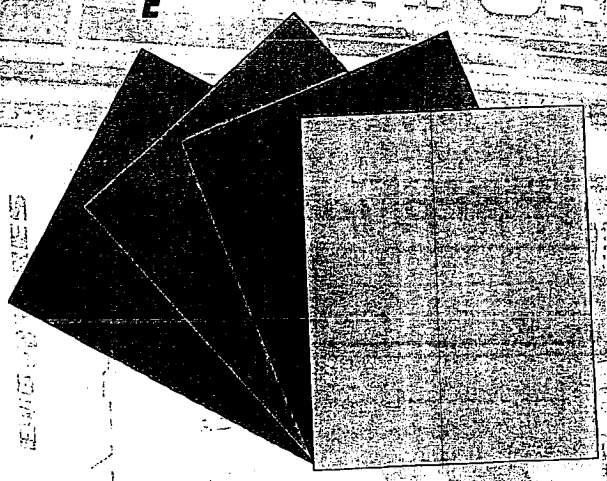


C. Coffee Sign

16" x 22" Laminated
#008-0014 • $10.30



E



D. Giant Sale Tag
12" x 18"
#005-0023 • .65¢ ea.
Design may change.

E. Neon Squares
4.25" x 5"
Pkg/100
#NEON SQUARE • $4.12

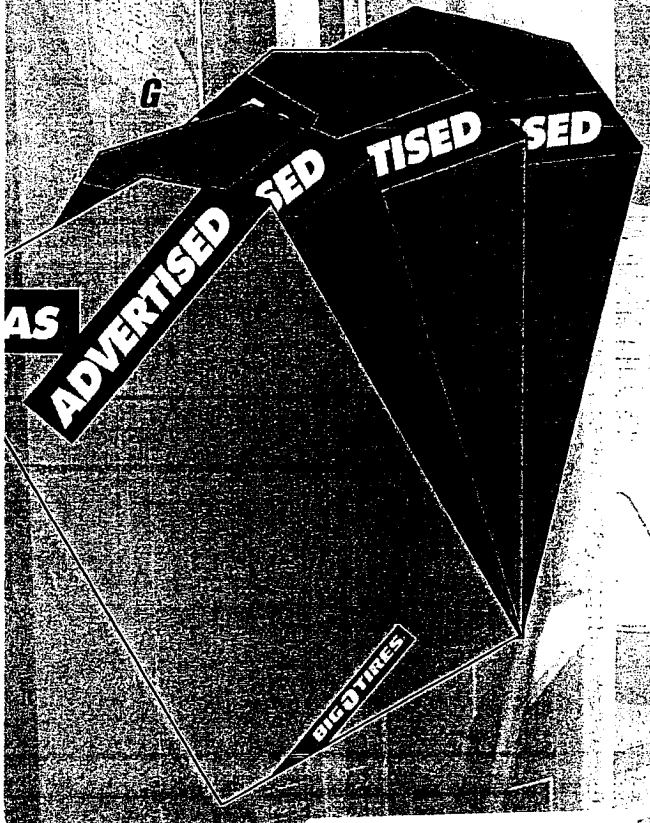
F. Neon Splash
(Neon) Red, Pink, Orange and Yellow
Pkg/32
#NEON SPLASH • $8.24

F

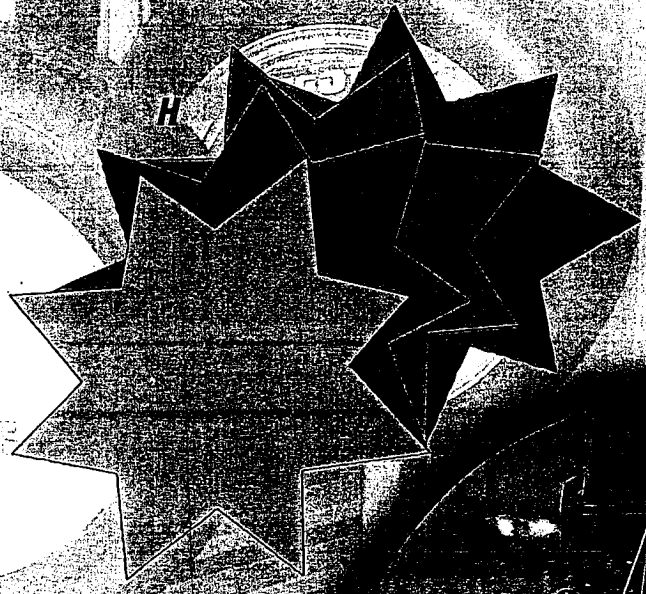
G. As Advertised Neon Sale Tag
6" x 10"
Pkg/20
#NEON SALETAG • $8.24

H. Circular Splash
Assorted neon colors
Pkg/20
#CIR SPLASH • $6.13

G



H



P.O.S. Material

BIG O TIRES

A. Flat Repair Labels
Roll/500
#011-0058 • $25.70

B. Used Tire Labels
Roll/500
#011-0059 • $25.70
Design may change.

C. Inspected Trade-In Labels
Roll/500
#011-0057 • $25.70
Design may change.

D. Litter Bag
Box/1000
#000-S003 • $63.95

E. Static Cling Rotation Labels
Roll/500
#011-0070 • $5.50

A

BIG O TIRES

FLAT REPAIR

NAME: _____

PHONE NO.: _____

DATE: _____

COMMENTS: _____

B

PRICE:

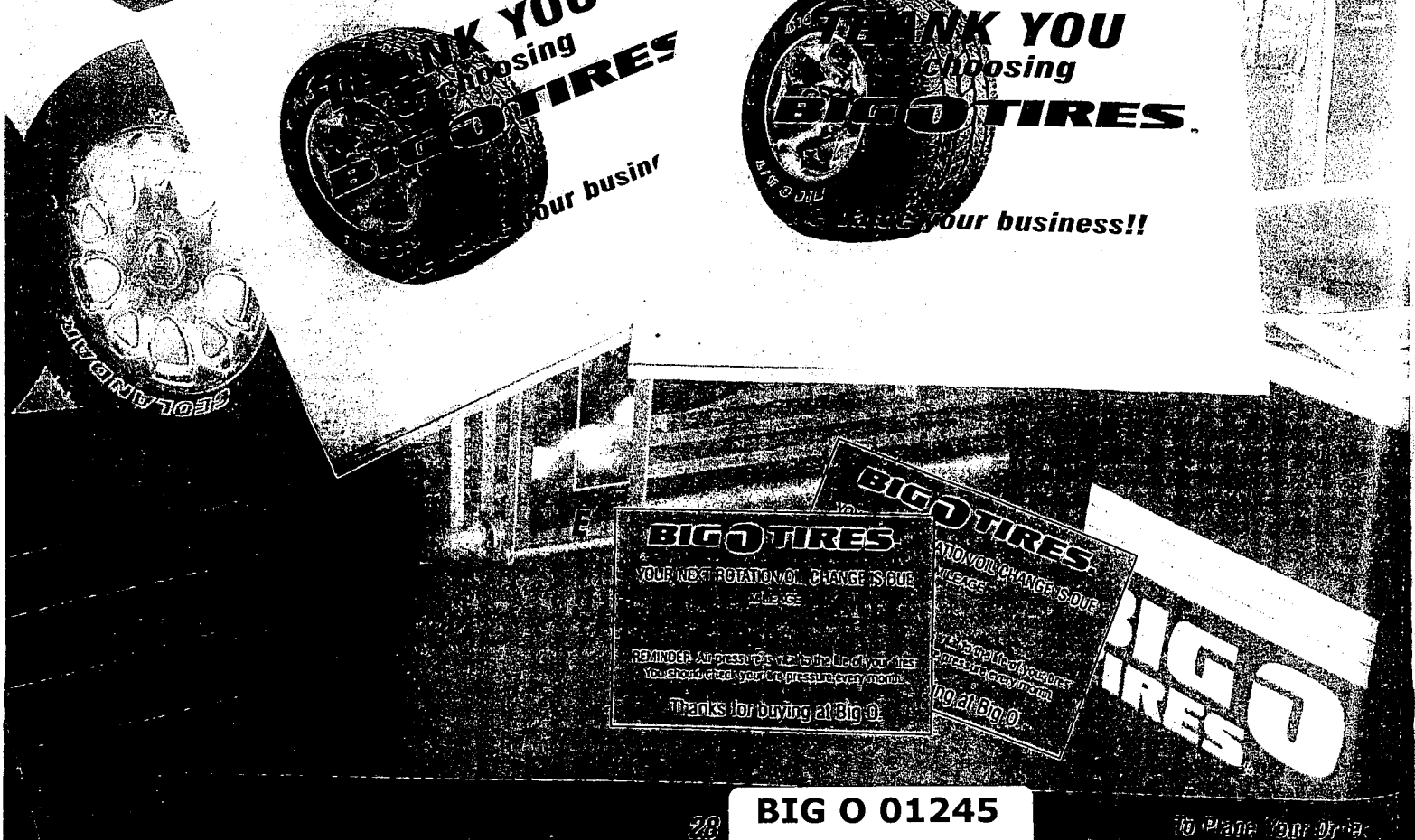
SIZE: B W

C

PRICE:

SIZE: B W

D



BIG O 01245

BIG O TIRES

BIG O TIRES.

WARRANTY PROTECTION YOU CAN COUNT ON!

At Big O Tires, we're committed to your complete satisfaction. That's why we provide you with the most comprehensive and flexible warranty protection in the tire industry today. The new tire you've purchased comes with the warranty coverage indicated below.

☐ **3-YEAR FULL FREE PROTECTION**

Every new Big O brand tire comes with the following warranty coverage:

3-Year Full Free Repair or Replacement Road Hazard Warranty* If your Big O brand tire suffers a non-repairable puncture due to a road hazard during the first three years of service, we'll replace it free. Thereafter, your tire remains covered on a prorated basis for the remaining useful life of the tire**.

3-Year Full Free Replacement Workmanship and Materials Warranty* If your Big O brand tire suffers a non-repairable defect in workmanship or materials during the first three years of service, we'll replace it free. Thereafter, your tire remains covered on a prorated basis for the remaining useful life of the tire**.

Lifetime Free Rotations*** To ensure maximum tread life and value, we'll rotate your tires every 5,000 miles for the useful life of the tire**.

Lifetime Free Flat Repair Coverage*** We repair your flats in accordance with guidelines established by the Rubber Manufacturer's Association Passenger Repair Procedures for Passenger and Light Truck Tires for the useful life of the tire**.

Limited Mileage Warranty* Your Big O brand tire is covered by a limited mileage warranty for _____ miles.

☐ **1-YEAR FREE PROTECTION**

Your new non-Big O brand tire comes with the following warranty coverage:

1-Year Free Repair or Replacement Road Hazard Warranty* If your Big O brand tire suffers a non-repairable puncture due to a road hazard during the first year of service, we'll replace it free. Thereafter, your tire remains covered on a pro-rated basis for the remaining useful life of the tire**.

1-Year Free Replacement Workmanship and Materials Warranty* If the tire suffers a non-repairable defect in workmanship or materials during the first year of service, we'll replace it free. Thereafter, your tire remains covered on a prorated basis for the remaining useful life of the tire**.

Limited Mileage Warranty* Your tire is covered by a limited mileage warranty for _____ miles.

☐ **BASIC PROTECTION**

Manufacturer's Limited Workmanship and Materials Warranty*

If the tire suffers a non-repairable defect in workmanship or materials it will be warranted in accordance with the terms and conditions of the manufacturer's warranty.

Limited Mileage Warranty* Your tire is covered by a limited mileage warranty for _____ miles.

☐ **FULL OPTIONAL PROTECTION**

Your new tires are covered by our enhanced warranty protection. Your optional warranty coverage includes:

3-Year Full Free Repair or Replacement Road Hazard Warranty* If your tire suffers a non-repairable puncture due to a road hazard during the first three years of service, we'll replace it free. Thereafter, your tire remains covered on a prorated basis for the remaining useful life of the tire**.

3-Year Full Free Replacement Workmanship and Material Warranty* If your tire suffers a non-repairable defect in workmanship or materials during the first three years of service, we'll replace it free. Thereafter, the tire remains covered on a prorated basis for the remaining useful life of the tire**.

Lifetime Free Rotations*** To ensure maximum tread life and value, we'll rotate your tires every 5,000 miles for the useful life of the tire**.

Lifetime Free Flat Repair Coverage*** We repair your flats in accordance with guidelines established by the Rubber Manufacturer's Association Passenger Repair Procedures for Passenger and Light Truck Tires for the useful life of the tire**.

Limited Mileage Warranty* Your tire is covered by a limited mileage warranty for _____ miles.

☐ **FULL OPTIONAL PROTECTION FOR YOUR REPLACEMENT TIRE**

The FULL OPTIONAL PROTECTION above can also be purchased to provide warranty coverage on any new replacement tire that is covered from under the terms of the 3-YEAR FULL FREE PROTECTION or 1-YEAR FREE PROTECTION warranty coverage.

Salesperson's Name: _____ Signature: _____ Purchase Date: _____

Another unique feature of our Warranty Protection is the fact that it's honored at over 1,100 Big O Tires, Tire Kingdom, Merchant's Tire and NTB locations throughout North America. So, no matter where you go, you will drive with confidence knowing you are one of the highest quality tread rubber tires on the road today.

Thank You For Your Business! BIG O TIRES. A Reputation You Can Ride On!

*Specific terms, conditions and limitations apply. Ask your Big O Tires dealer for details. **Prorated on the basis of the number of tread depth 32nds of an inch of remaining tread depth at the time of replacement compared to the number of tread depth 32nds of an inch when the tire was new. Example: If the original tread depth was 10/32 of an inch and the tire is worn to 5/32 of an inch at the time of replacement, you will be charged for 50% of the then current price. Installation charges, taxes, balancing and valve stem are extra. ***Details at the tire center. Some restrictions apply. Offer subject to change without notice. ©2002 Big O Tires, Inc.

G

Rotation Record Document

Tires Purchased _____ Mileage Coverage _____

Customer Name _____ Tire 1 Serial Number _____

Address _____ Tire 2 Serial Number _____

City _____ State _____ Zip _____ Tire 3 Serial Number _____

Phone _____ Tire 4 Serial Number _____

Vehicle Year _____ Make _____ Model _____ Tire 5 Serial Number _____

Odometer Reading When Tires Installed _____ Tire 6 Serial Number _____

Date of Purchase _____

Limited Mileage Warranty Rotation Record

The rotation record must be filled in by the dealer performing the rotation and should indicate date of rotation, the mileage on the vehicle's odometer and store number.

Miles	Date	Odometer	Store Number	Miles	Date	Odometer	Store Number
5,000				55,000			
10,000				60,000			
15,000				65,000			
20,000				70,000			
25,000				75,000			
30,000				80,000			
35,000				85,000			
40,000				90,000			
45,000				95,000			
50,000				100,000			

The Importance of Tire Rotation

One of the most important factors affecting overall tire wear and mileage is proper tire rotation at appropriate intervals. As a condition of Big O's Limited Mileage Warranty, it is the responsibility of the tire owner to have their tires rotated consecutively every 5,000 miles from the date of the tire purchase. It is also the responsibility of the owner to provide documentation of each rotation, indicated in writing, on this rotation record document.

Failure on the part of the owner to rotate the r tires at these intervals and to provide written documentation of these rotations will void Big O's Limited Mileage Warranties.

If you have any questions about the owner's responsibilities as they relate to tire rotation, please refer to the Terms and Conditions of Big O's Limited Mileage Warranty or see a Big O Tires salesperson for more details.

BIG O TIRES

BIG O TIRES

STORE DIRECTORY

OVER 540 INDEPENDENTLY OWNED AND OPERATED BIG O TIRES FRANCHISE LOCATIONS TO SERVE YOU

Plus Over 500 Tire Kingdom, Merchant's Tire and NTB Locations That Honor the Big O Tires Premium Warranty

YOU'LL NEVER BE FAR AWAY FROM OUR BIG O TIRES NATIONWIDE WARRANTY

WWW.BIGOTIRES.COM

I

BIG O TIRES

IMPORTANT DOCUMENTS

PLEASE BRING THIS IN FOR FOLLOW-UP SERVICE TO ANY ONE OF OVER 550 INDEPENDENTLY-OWNED AND OPERATED LOCATIONS

BIG O TIRES MICHELIN BFGoodrich GOODYEAR YOKOHAMA UNIROYAL FALKEN DUNLOP

THANK YOU FOR YOUR PURCHASE

Big O Tires is Proud to Support...

The Susan G. Komen Breast Cancer Foundation www.komen.org

www.alexslemonade.com

F. Warranty Pad

8.5"x11"

#Warranty Pad • No charge

G. Rotation Record

8.5"x11"

#Rotation Pad • No charge

H. Store Directories

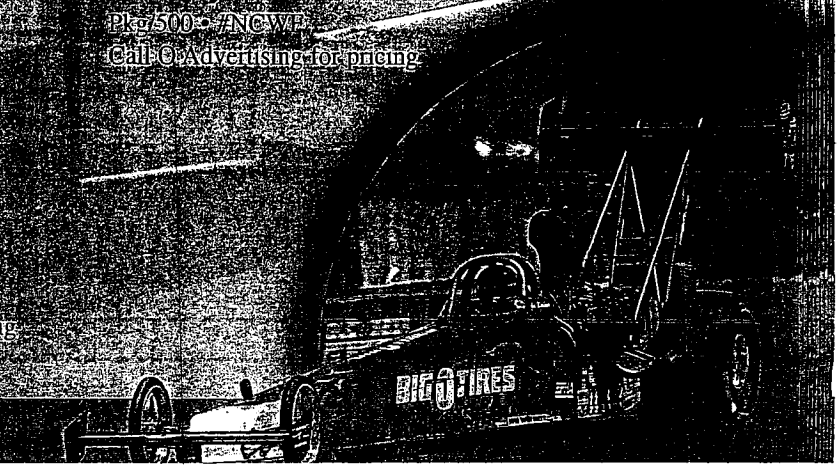
Box/500 • #DD-500

Call O Advertising for pricing

I. Warranty Folder

Pkg/500 • #NCWF

Call O Advertising for pricing



P.O.S. Material

BIG O TIRES

A. Work Order Holder

Set of 25
Available in Black or Red
#WO HOLDER • $45.00

B. D.O.T. Card

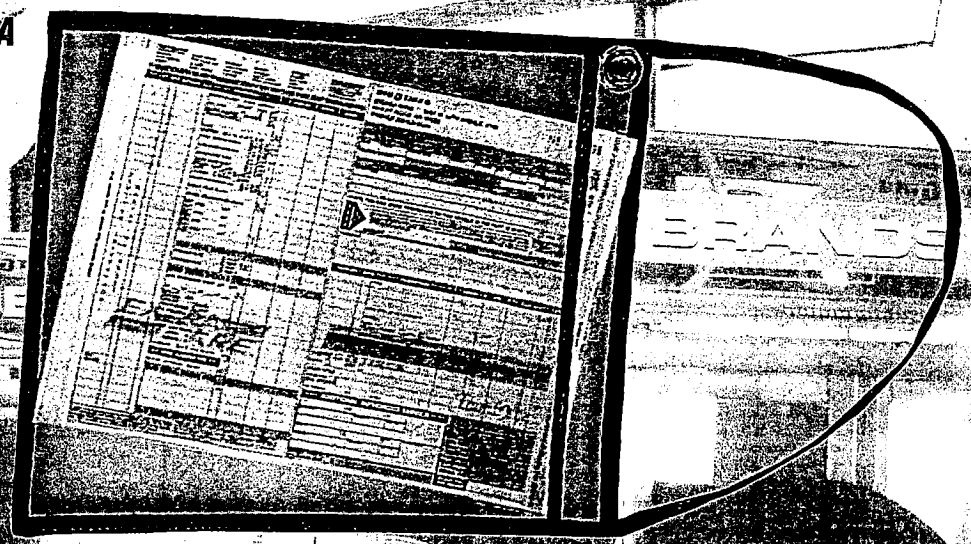
Pkg/50 • No charge

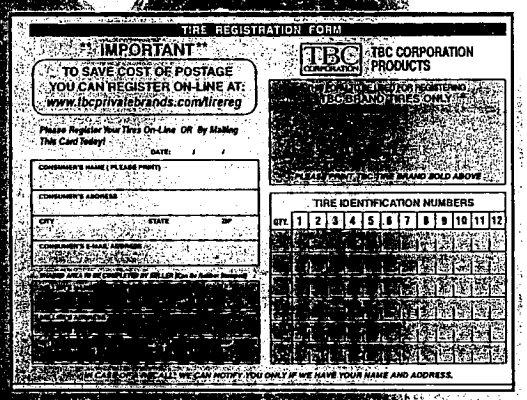
C. Metal Work Order Holder

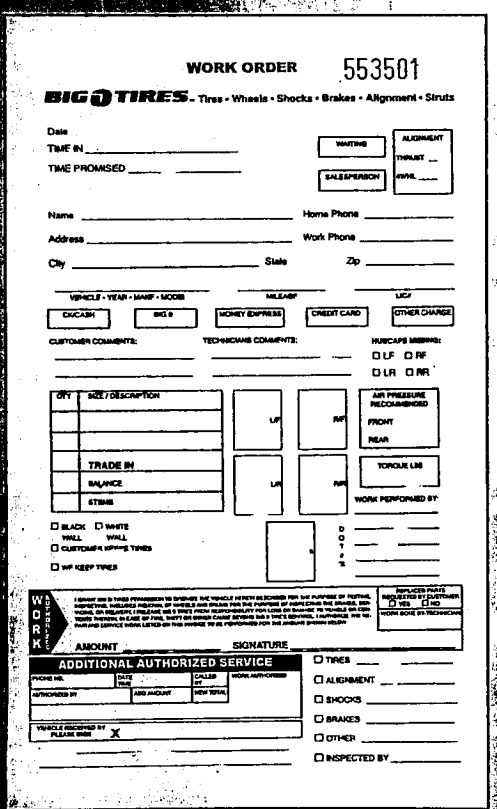
#LIT-HOLDER • $70.95

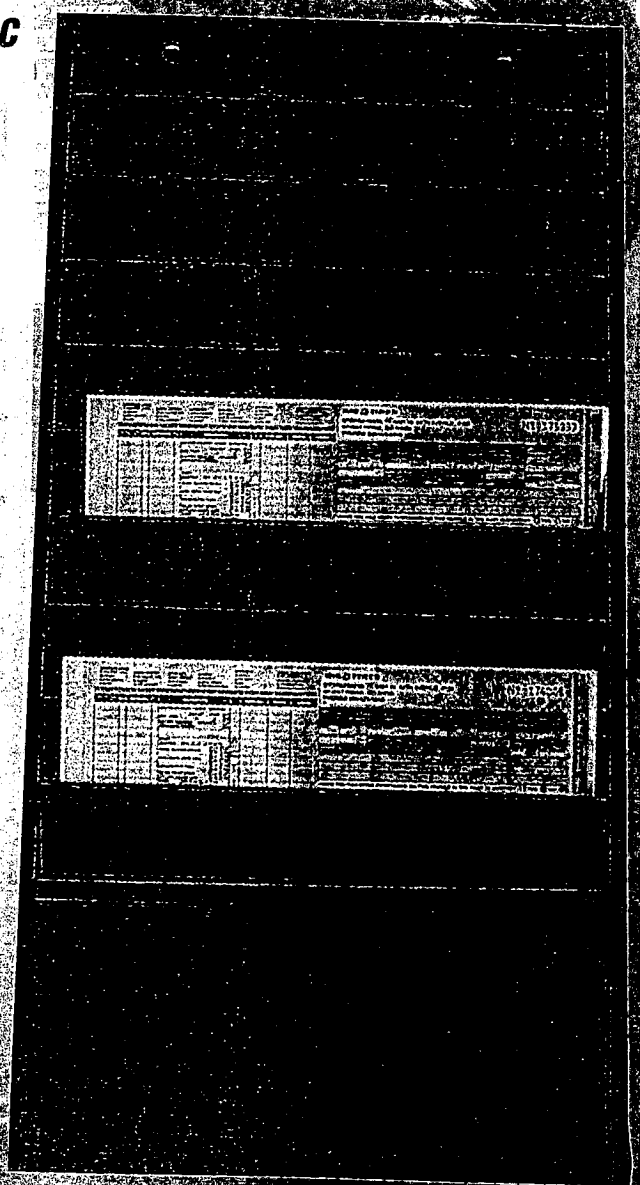
D. Work Order Pad

Pad/100
#SOP • $2.60







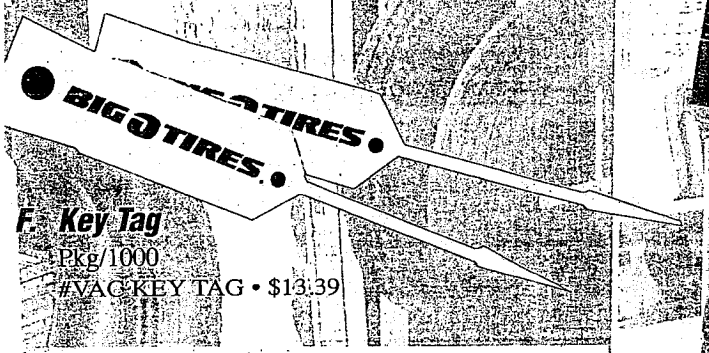


BIG O 01247

E. The following list of Brochures are available through O Advertising and each RSC.*

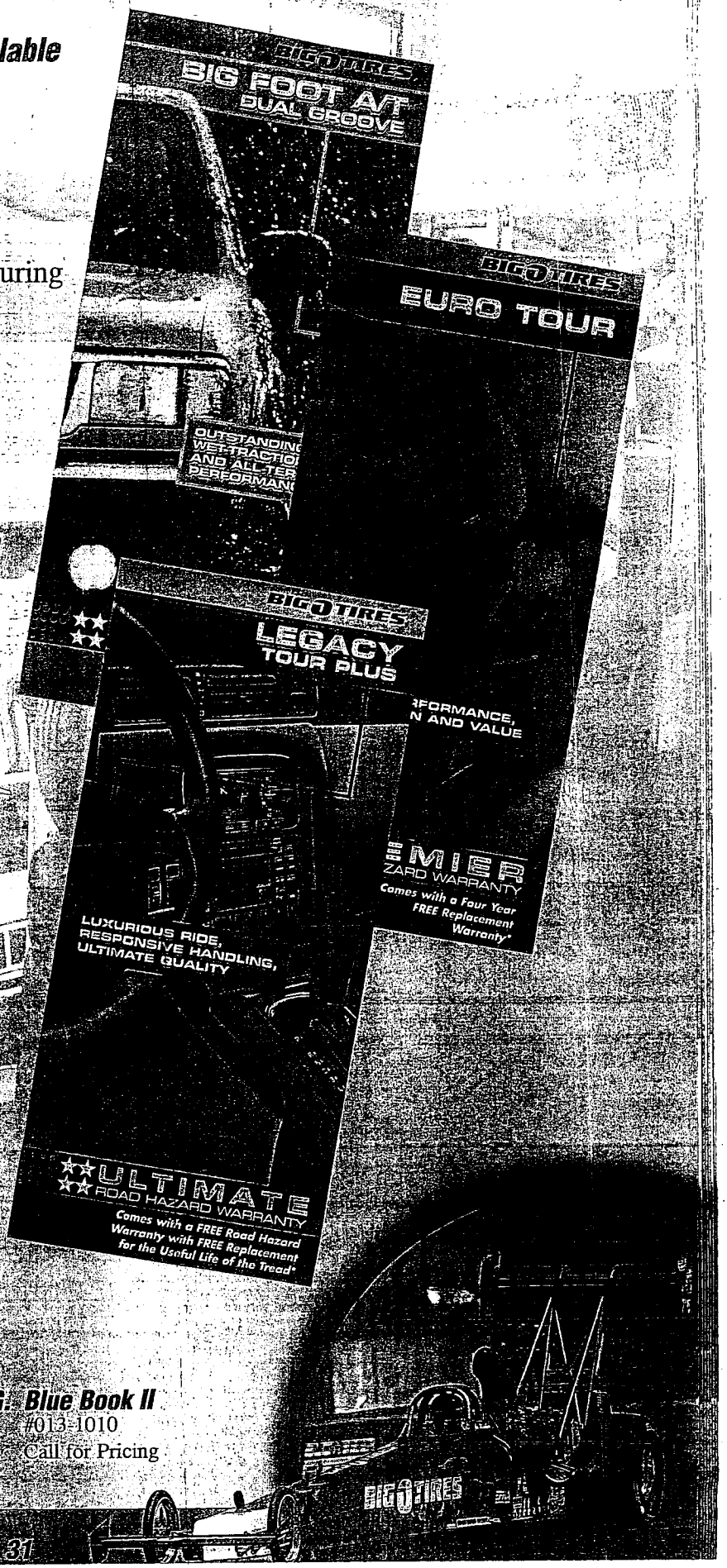
Aspen
All Terrain Vehicle
Euro Tour- Passenger
Euro Tour- Performance
Falken 329
Big Foot All Terrain
Big Foot Duel Groove
Big Foot HT
Big Foot XT
Pathmax RT
Radialmax
Big Foot Sport Touring
SXP GT
Legacy Tour Plus
Vengeance
Yokohama AS430

***All brochures are subject to change based on product line additions and/or deletions during the sales year.**



F. Key Tag
Pkg/1000
#VAC KEY TAG • $13.39

G. Blue Book II
#013-1010
Call for Pricing



P.O.S. Material

BIG O TIRES

A.

BIG O TIRES

65 Series Size O.D. Rim | 60 Series Size O.D. Rim | 55 Series Size O.D. Rim | 50 Series Size O.D. Rim

SIZE	O.D.	RIM
145/80R12	21.15	3.5-5
155/80R12	21.65	3.5-5.5
155/80R13	22.75	4-5.5
155/R13	22.75	4-5.5
165/80R13	23.4	4-6.
165/R13	23.45	4-6.
175/80R13	24	4.5-6
185/80R13	24.65	5-6.5
185/75R14	24.95	4.5-6.5
185/75R15	25.3	5-7.
165R15	25.45	4-6.
205/75R14	26.15	5-7.
195/75R15	26.51	5-7.
215/75R14	26.7	5.5-7
205/75R15	27.15	5-7.5
215/75R15	27.8	5.5-7.5
225/75R15	28.3	6-8.
225/75R15	28.45	6-8.

Plus Zero/ 70 Series Size O.D. Rim | Plus One Size O.D. Rim | Plus Two Size O.D. Rim | Plus Three Size O.D. Rim

When Changing Tire Sizes Change All Four Tires

EXAMPLE: P185/75SR14 — TIRE NOMENCLATURE

P	185/	75	S	R	14
PASSANGER	WIDTH OF TIRE CROSS SECTION IN MILLIMETERS	ASPECT RATIO: TIRE HEIGHT TIRE WIDTH	SPEED RATING (OPTIONAL)	RADIAL DIAMETER	RIM

BIG O TIRES

BIG O TIRES

70 Series Size O.D. Rim | Floatation Size O.D. Rim | Plus Sizing Size O.D. Rim

SIZE	O.D.	RIM
205/75R14	26.15	5.-7
P215/75R15	26.9	5.5-7
215/75R14	26.6	5.5-7
205/75R15	27.	5.5-7
215/75R15	27.7	5.5-7.5
225/75R15	28.	6-8.
235/75R15	28.85	6-8.5
225/75R16	29.	6-8.
215/85R16	30.4	5.5-7.5
245/75R16	30.6	6-8.
265/75R15	30.65	6.5-9
265/75R16	31.35	6.5-9
235/85R16	31.75	6-8.5
255/75R16	32.5	7-9
255/85R16	33.05	6.5-8.5
315/75R16	34.	8-10

When Changing Tire Sizes Change All Four Tires

How To Calculate Outside Dimension Of A Tire

1st convert the metric section width to inches (Section width in millimeters) / 25.4 = (Section width in inches)

2nd multiply section width by aspect ration. Section width in inches X (IE. 70%) = Section height

3rd double the section height and add wheel diameter. 2(section height) + wheel diameter = outside diarheter of tire

BIG O TIRES

A. **Tire Conversion Slide Chart**
#001 CONV. • $3.75

B. **Gift Certificates**
Pkg/10
#GIFT CERT. • $8.19

B.

12201

BIG O TIRES

Gift Certificate

Date issued _____ Amount of Gift _____

Name of Recipient _____

Store Address _____
(Redeemable at the above store only)

Authorized by _____

Gift Certificate Record

12201

To _____

Amount _____

Store # _____

Authorized by _____

BIG O 01249

To Place Your O
Call Us Free 1-800-33

Employee Application Pad

Pad/100
EMPLOYEE PAD • $5.75

Thank You Card

kg/250 • #013-1014 • $12.65
Design may change.

Rotation Reminder Card

kg/250 • #013-1012 • $12.65
Design may change.

Early Bird Envelope

kg/100 • #013-1016 • $17.50

2007 Tire Guide

Available at the end of February
003-2007 • $7.25

C

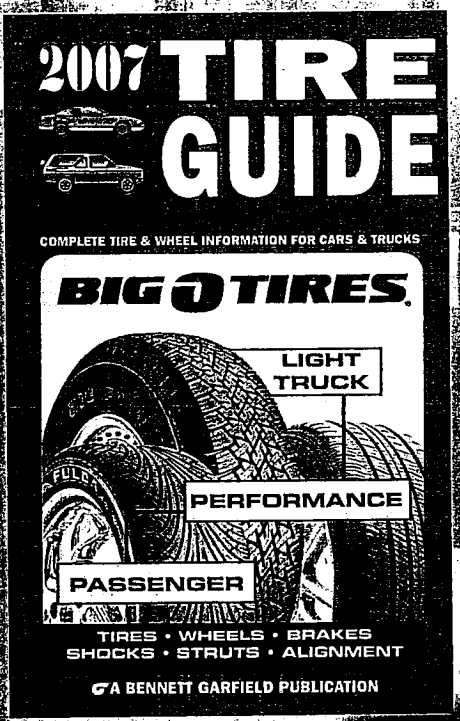
BIG O TIRES

Application For Employment

D

E

G



BIG O TIRES

TO OUR EARLY MORNING OR LATE EVENING SERVICE CUSTOMERS

1. WRITE YOUR ORDER ON THIS ENVELOPE.
2. LOCK YOUR CAR AND PARK IT IN THE ASSIGNED AREA. DO NOT LEAVE CAR IN DRIVEWAY.
3. PLACE YOUR KEYS IN THIS ENVELOPE.
4. BE SURE TO LEAVE A PHONE NO. WHERE YOU CAN BE REACHED.
5. DROP ENVELOPE IN MAIL SLOT IN SERVICE ENTRANCE DOOR.

NAME: _____ LIC. PLATE: _____

ADDRESS: _____

CITY: _____ Zip: _____ Mileage: _____

Home Phone: _____ Business Phone: _____ Cell Phone: _____

What time will you pick up your car? _____ a.m. / p.m.

Year: Make & Model: _____ Color: _____

LF RF LR RR S

Tire Work

- ☐ New Tires
- ☐ Whitewall Out
- ☐ Whitewall In
- ☐ Balance
- ☐ Rotation
- ☐ Mounting
- ☐ Return Old Tires
- ☐ Scrap Old Tires
- ☐ Snow Tire Change Over
- ☐ Air Pressure
- ☐ Flat Repair
- ☐ Other

Service Work

- ☐ Brake Check
- ☐ Wheel Alignment
- ☐ Shocks
- ☐ Struts
- ☐ Other

Instructions _____

I hereby authorize the above repair work to be done along with the necessary material, and hereby grant you and / or your employees permission to operate the vehicle herein described on streets, highways or elsewhere for the purpose of testing and / or inspection. An express mechanic's lien is hereby acknowledged on above vehicle to secure the amount of repairs thereto. Dealer not responsible for unavailability of parts or delays in parts shipments beyond dealers control nor for loss or damage to vehicle or articles left in vehicle in case of fire, theft or any other cause beyond our control. I understand, because of the EARLY BIRD SERVICE, I am unable to receive a copy of the estimated cost.

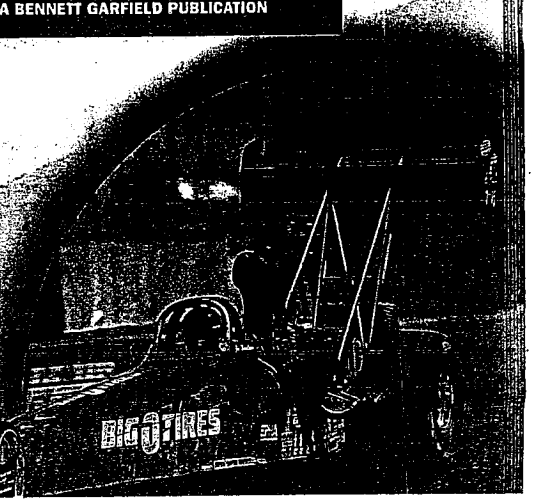
PLEASE SIGN X _____

YOU WILL BE CALLED AND GIVEN AN ESTIMATE BEFORE ANY WORK IS PERFORMED, UNLESS OTHERWISE ARRANGED.

Time of call: ____ : ____ A.M. / P.M. Okay Yes ☐ No ☐

Do you want old parts? Yes ☐ No ☐

BIG O 01250



BIG O TIRES

A. Reader Board
#018-0005 • $79.95

1" Helvetica Letters/Numbers
Assort. 300 pre-sort
#018-0002 • $49.50

1" Helvetica Number
Assortment
100 Numbers only
#018-0004 • $35.95

B. TPMS Pad
Pad/100
#TPMS PAD • $.99

C. Cork Board
16" x 20"
#CORK BOARD • $25.95 ea.

A

WELCOME TO BIG O TIRES

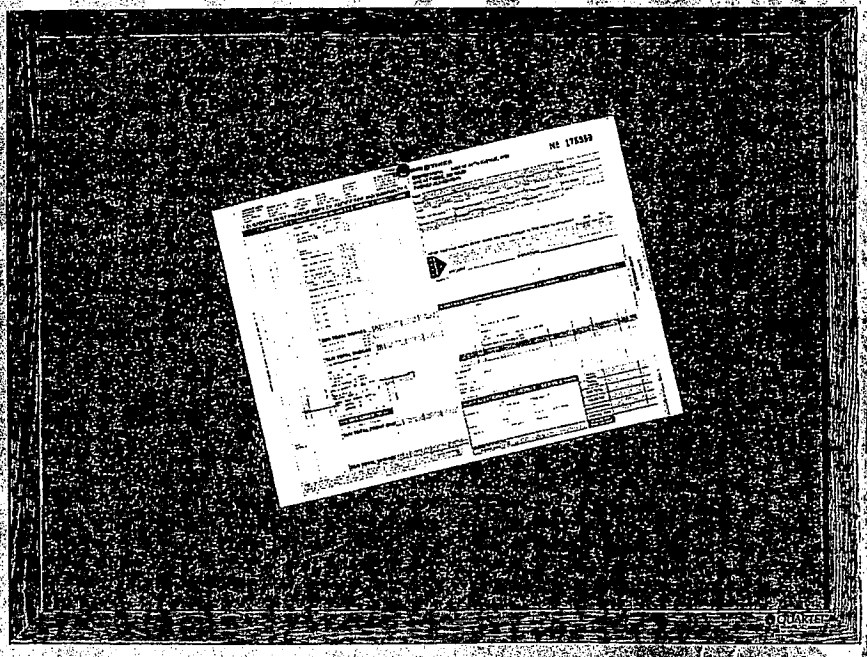
TIRE ROTATION	$ 10.00
MOUNT & DISMOUNT	5.00
TIRE BALANCE	6.50
TRUCK BALANCE	8.50
FLAT REPAIR	8.00
SPLIT RIM FLAT	16.00
VALVE STEMS RUBBER	2.00
VALVE STEMS CHROME	3.00
ALIGNMENT	29.95
	39.95
	49.95
TRUCKS	34.95

SHOCKS

GAS HC MOST CARS	4/100.00
GAS SUPREME	EA 28.99
XT 60 GAS LT SHOCK	EA 38.99

B

C



BIG O 01251

To Place Your O

Aluminum Signs

2' x 8' • $210.95 (available in the following styles)

D.	Express Lane	#AS-111
E.	Lube/Oil/Filter	#AS-114
F.	Tires	#AS-108
G.	Wheels	#AS-106

BIG O TIRES

Aluminum Signs

2' x 8' • $210.95
(available in the following 5 styles)

- **A.** AC Service #AS-115
- **B.** Batteries/Belts/Hoses #AS-116
- **C.** Tires/Wheels/Alignment #AS-110
- **D.** Suspension #AS-112
- **E.** Shocks/Struts #AS-113

A

AC SERVICE
EXTRA CARE

B

BATTERIES • BELTS • HOSES
EXTRA CARE

C

TIRES • WHEELS • ALIGNMENT
EXTRA CARE

D

SUSPENSION
EXTRA CARE

E

SHOCKS • STRUTS
EXTRA CARE

BIG O TIRES

BRAKES

EXTRA CARE

SHOCKS

EXTRA CARE

BRAKES · SHOCKS · STRUTS

EXTRA CARE

STRUTS

EXTRA CARE

ALIGNMENT

EXTRA CARE

Aluminum Signs

2' x 8' • $210.95
(available in the following styles)

F. Brakes #AS-105

G. Shocks #AS-107

H. Brakes/Shocks/ Struts #AS-109

I. Struts #AS-103

J. Alignment #AS-104

BIG O TIRES

A

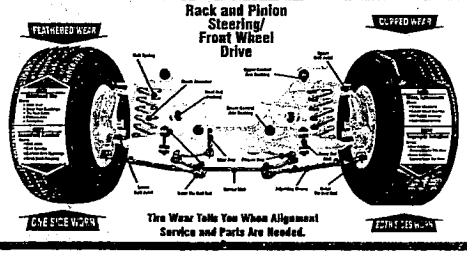
ARE YOUR TIRES ALWAYS ON THE ROAD?

WORN SHOCKS & STRUTS COULD CAUSE YOU VEHICLE TO LOSE CONTACT WITH THE ROAD, AFFECTING BOTH STEERING CONTROL & BRAKING. KEEPING YOUR SHOCKS & STRUTS IN GOOD WORKING ORDER CAN PREVENT COSTLY WEAR AND TEAR ON YOUR TIRES, STEERING, BALL JOINTS, & SPRINGS. ASK YOUR EXPERIENCED BIG O TIRES TECHNICIAN FOR A THOROUGH INSPECTION.

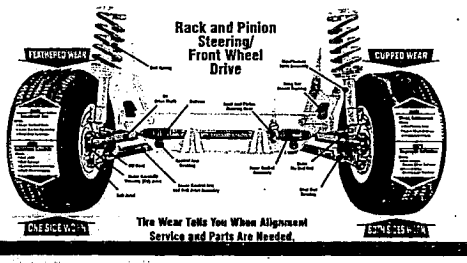
HAVE YOUR SHOCKS AND STRUTS CHECKED EVERY 12,000 MILES

MONROE®

B



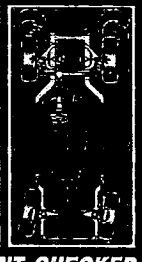
REGULAR SUSPENSION MAINTENANCE HELPS REDUCE TIRE WEAR, MAINTAIN ALIGNMENT, PROPER VEHICLE HEIGHT, PLUS IMPROVE HANDLING & LOAD CONTROL. AT BIG O TIRES WE HAVE A COMPLETE LINE OF PROBLEM SOLVING SUSPENSION PARTS WITH INSTALLATION BY QUALIFIED TECHNICIANS. ASK TODAY FOR A FREE INSPECTION.



C

WHAT YOU SHOULD KNOW ABOUT WHEEL ALIGNMENT!

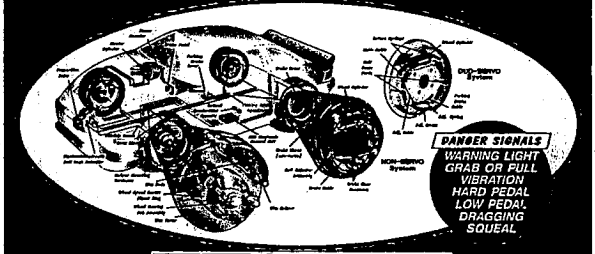
"SYMPTOMS" OF POOR ALIGNMENT	"BENIFITS" OF PROPER ALIGNMENT
Excessive or uneven tire wear.	Reduced tire wear.
Steering wheel pull to left or right.	Better gas mileage.
Feeling of looseness or wandering.	Improved handling.
Steering wheel vibrates or shimmys.	Safer driving.
Steering wheel is not centered when moving straight ahead.	



HAVE YOUR ALIGNMENT CHECKED EVERY 10,000 MILES

D

CONVENTIONAL/ABS BRAKE SYSTEMS



PROPER BRAKE MAINTENANCE & REPAIR

HOW IMPORTANT ARE YOUR BRAKES?

WE TAKE YOUR BRAKES VERY SERIOUSLY. AT BIG O TIRES WE SPECIFY ONLY THE HIGHEST QUALITY PARTS TO BE INSTALLED BY OUR EXPERIENCED, QUALITY-CONSCIOUS, CERTIFIED BRAKE SPECIALISTS. THEIR TRAINING AND EXPERIENCE CAN SAVE YOU FROM A SERIOUS PROBLEM LATER ON DOWN THE ROAD. WE WILL GLADLY GIVE YOUR BRAKES A THOROUGH INSPECTION.

HAVE YOUR BRAKES CHECKED EVERY 10,000 MILES

WE INSTALL PREMIUM QUALITY BRAKE SYSTEMS

A. Shocks/Struts Sign
32" x 32" • #SGN-125D • $79.95
Design may change.

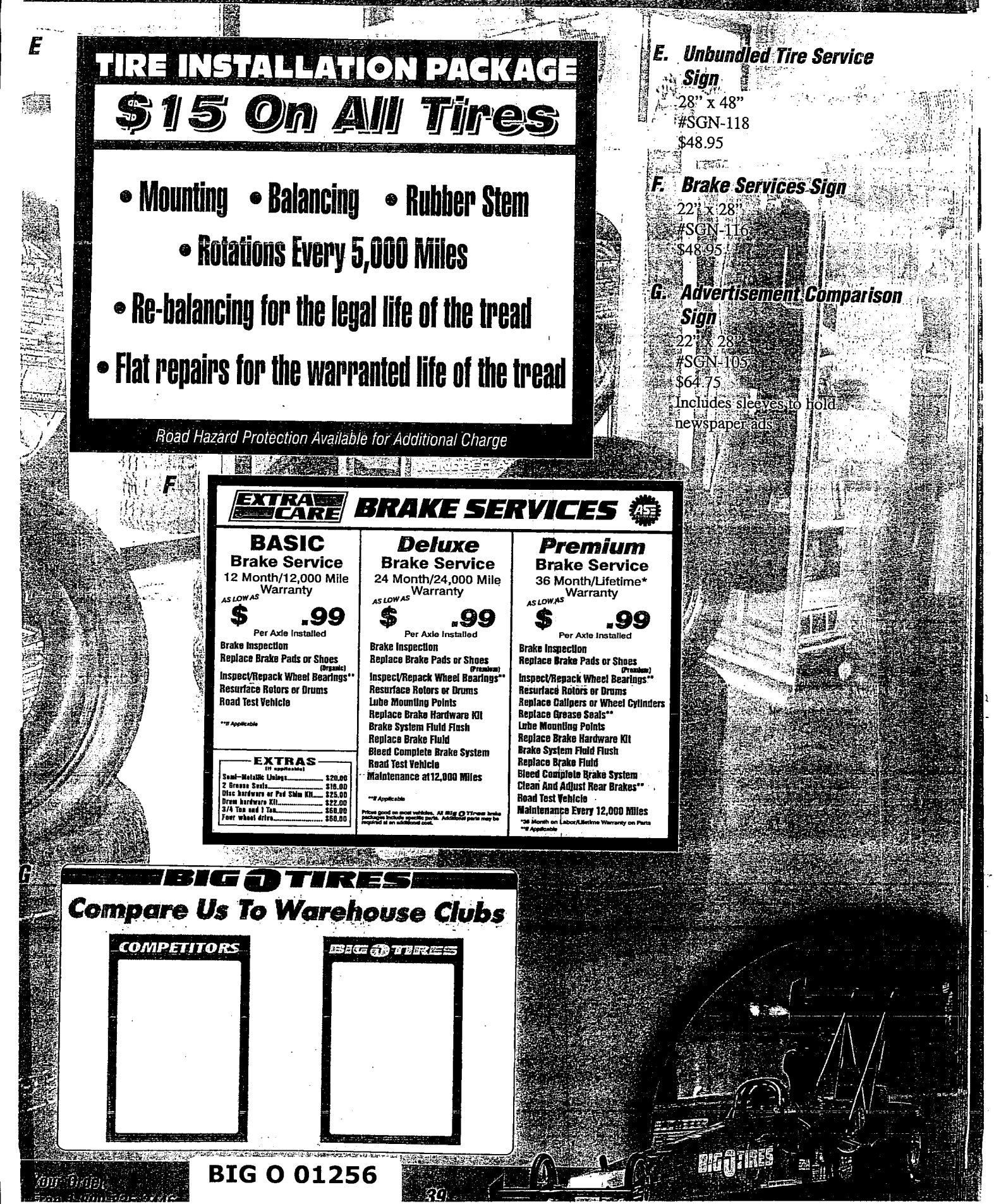
B. Suspension Sign
32" x 36" • #SGN-125B • $79.95
Design may change.

C. Alignment Sign
32" x 24" • #SGN-125A • $53.95
Design may change.

D. Brakes Sign
32" x 36" • #SGN-125C • $79.95
Design may change.

BIG O 01255

E

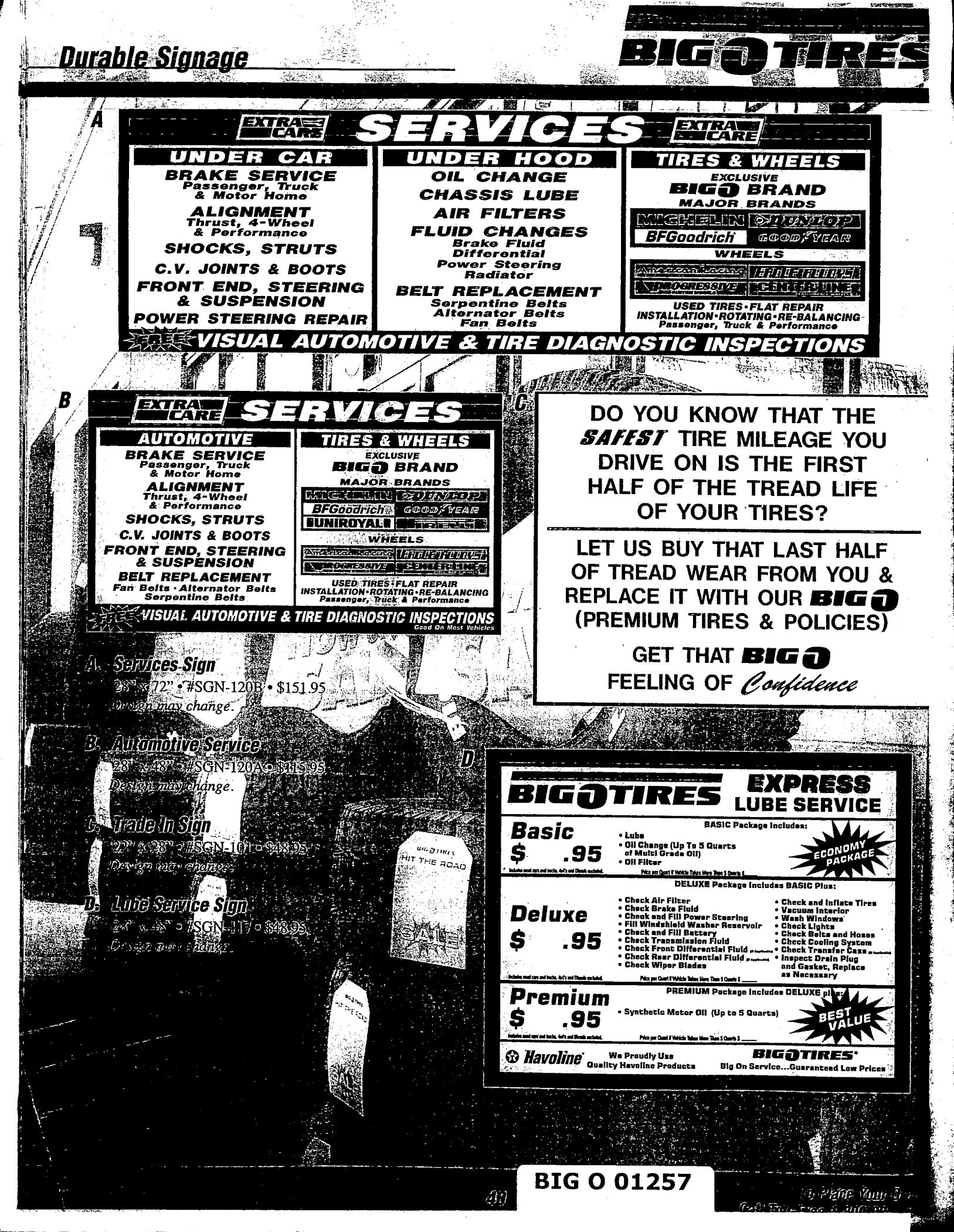


E. Unbundled Tire Service Sign
28" x 48"
#SGN-118
$48.95

F. Brake Services Sign
22" x 28"
#SGN-116
$48.95

G. Advertisement Comparison Sign
22" x 28"
#SGN-105
$64.75
Includes sleeves to hold newspaper ads

Durable Signage



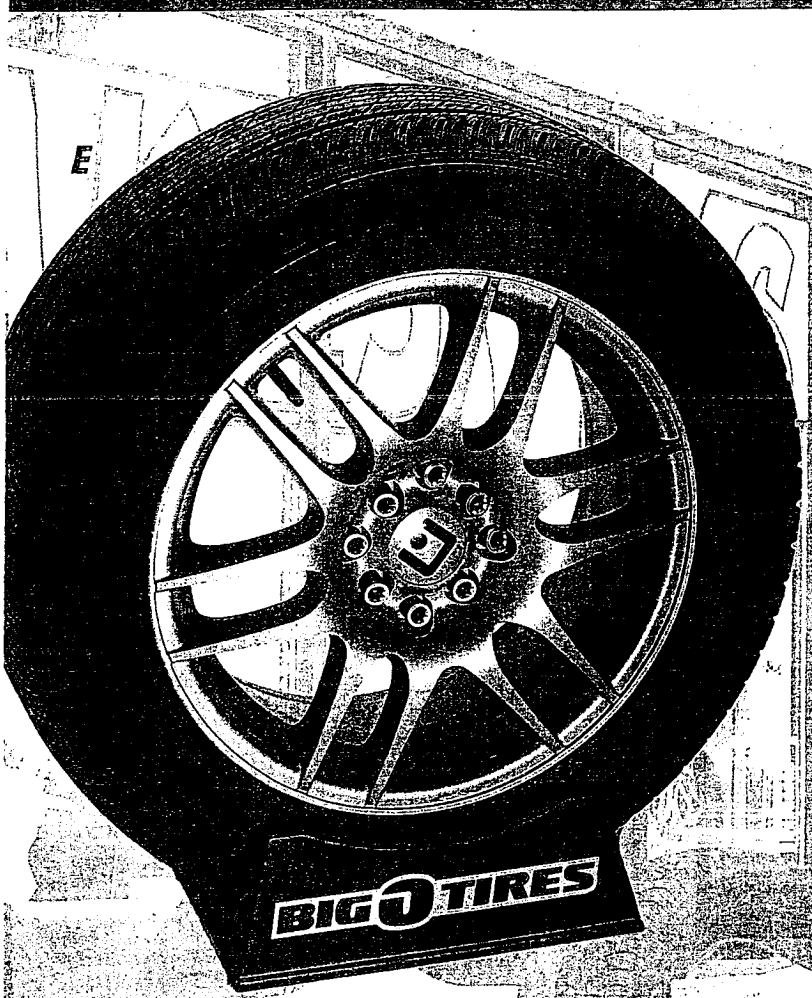
A. Services Sign
28" x 72" • #SGN-120B • $151.95
Design may change.

B. Automotive Service
28" x 48" • #SGN-120A • $115.95
Design may change.

C. Trade In Sign
20" x 28" • #SGN-101 • $48.95
Design may change.

D. Lube Service Sign
24" x 48" • #SGN-117 • $48.95
Design may change.

BIG O 01257



E

E. Black Tire Stand

Holds passenger or truck tires.
#011-0087
$12.50

F. Big O Tires vs. Warehouse Sign

16" x 20"
#SGN-102
$29.95
Design may change.

G. Big O Brand Savings Sign

22" x 28"
#SGN-103
$48.95
Design may change.

F

BIG O TIRES

VS.

WAREHOUSE MEMBERSHIP CLUBS

CAN YOU GET...	BIG O TIRES	CLUBS
AN ALIGNMENT?	YES	NO
A RIDE TO WORK?	YES	NO
A FREE 5 POINT INSPECTION?	YES	NO
A KNOWLEDGEABLE SALESPERSON?	YES	NO
FAST TIRE SERVICE?	YES	NO
FREE NATIONWIDE REPLACEMENT WARRANTY?	YES	NO
QUOTE OVER THE PHONE?	YES	NO
EXPRESS LANE OR BAY?	YES	NO
FINANCING?	YES	NO
CLEAN WAITING AREA?	YES	NO
MEMBERSHIP FEES?	NO	YES

SAVINGS WHEN BUYING BIG O BRAND TIRES

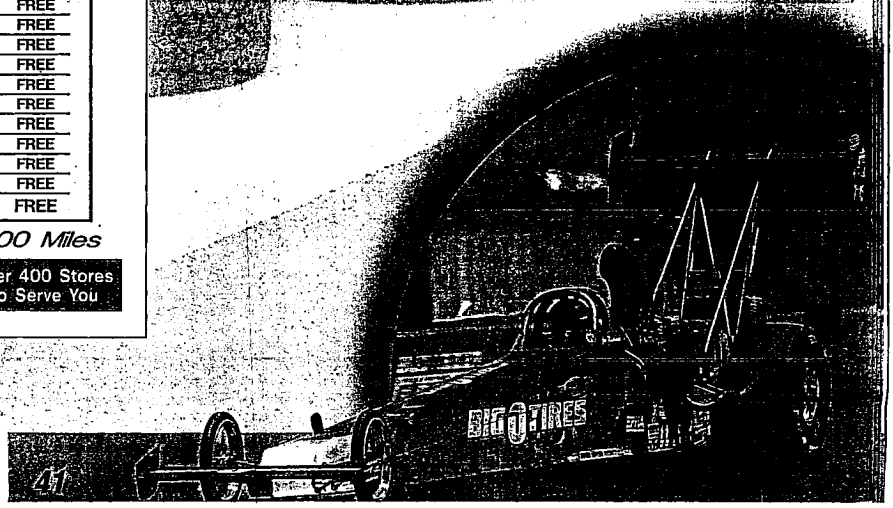
WHEN YOU BUY A SET OF BIG O TIRES YOU GET "FREE" MOUNTING, "FREE" COMPUTER BALANCING, INCLUDING WEIGHTS, "FREE" RUBBER VALVE STEMS, "FREE" 5,000 MILE ROTATIONS, "FREE" FLAT REPAIR.

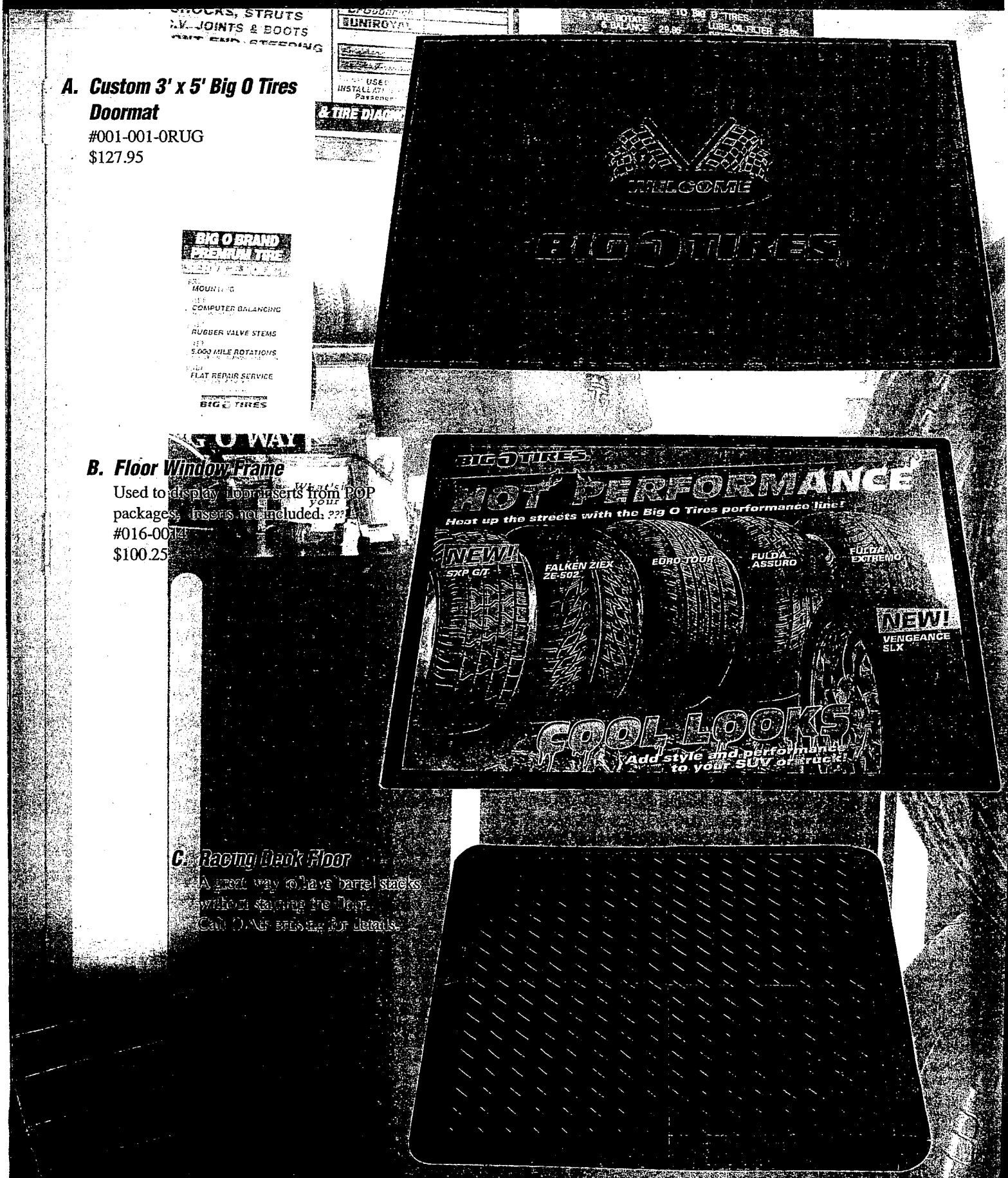
"The Chart Below Shows What Your Savings Are"

	COMPETITION	BIG O
COST OF BALANCING 4 TIRES	$32.00	FREE
COST OF RUBBER VALVE STEMS	$ 8.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 5,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 10,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 15,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 20,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 25,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 30,000 MILES	$32.00	FREE
ROTATION & 4 COMPUTER BALANCE AT 35,000 MILES	$32.00	FREE
POSSIBILITY OF 2 FLAT TIRES	$20.00	FREE
TOTAL SAVINGS UP TO 35,000 MILES	$284.00	FREE

The Savings Would Be Greater Beyond 35,000 Miles

Express Lane Service No Long Waits | Home of The "Only" Nationwide Free Replacement Warranty | Over 400 Stores To Serve You



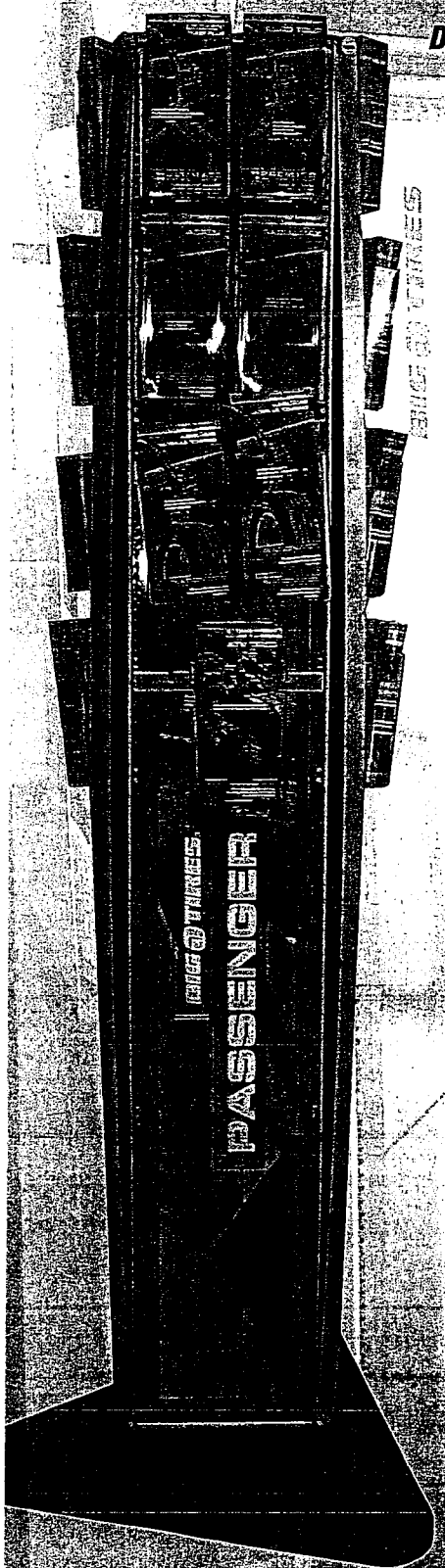


A. Custom 3' x 5' Big O Tires Doormat
#001-001-0RUG
$127.95

B. Floor Window Frame
Used to display floor inserts from POP packages. Inserts not included.
#016-0014
$100.25

C. Racing Deck Floor
A great way to have barrel stacks without staining the floor.
Call OAds existing for details.

BIG O 01259



D. Information Center

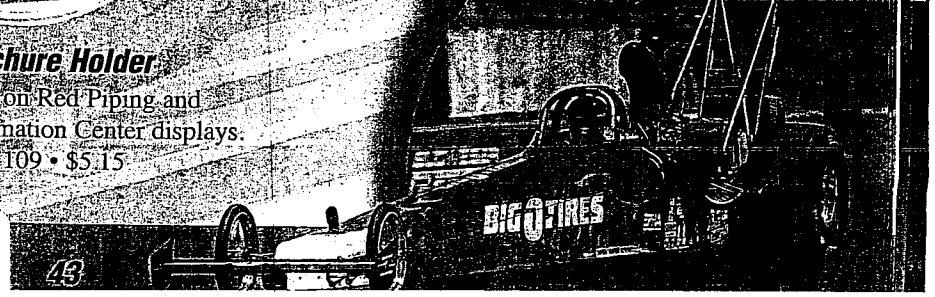
This display holds brochure holders and price cards holders. It has a metal wall and magnets which allows a place to display newspaper ads (27"L x 23"W x 75"H)
#277-009 • $650.00
Display signage sold separately, call for pricing.

E. Tire Stand

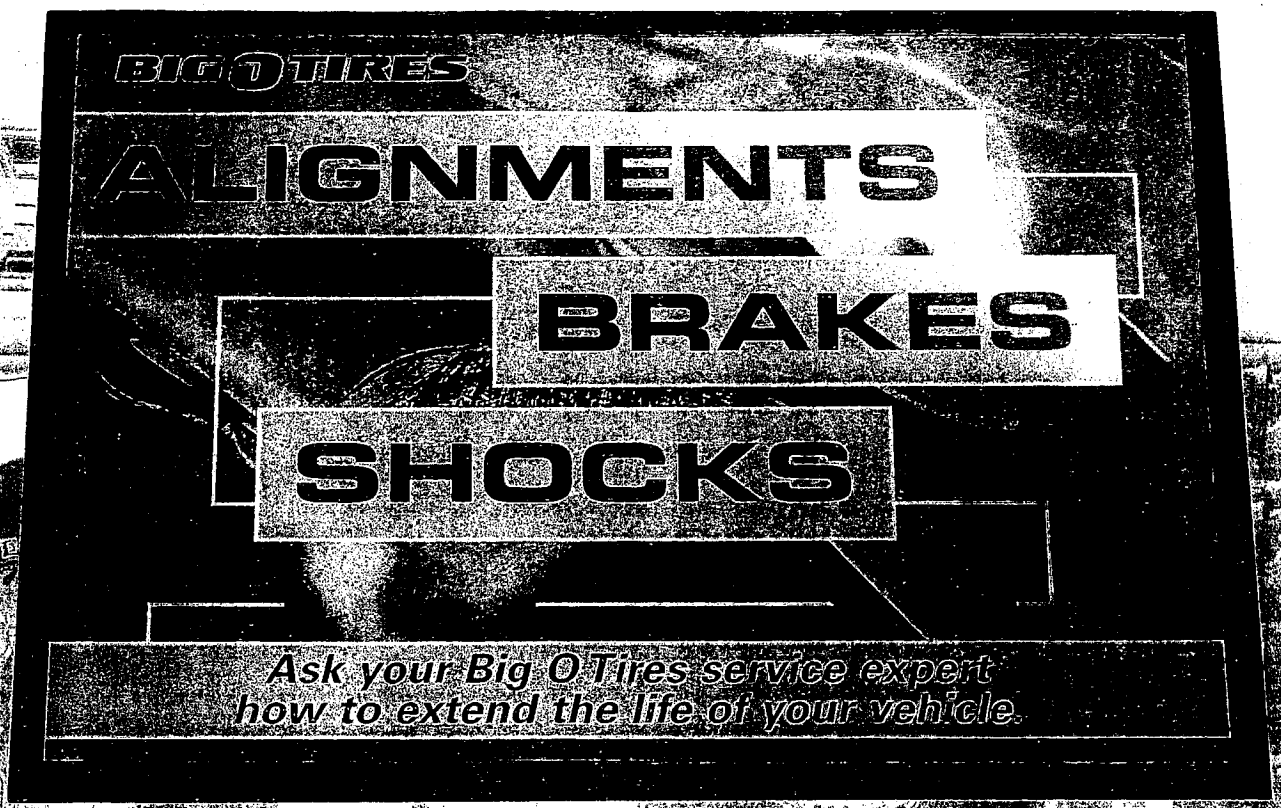
*Tire center and signs included.
#S-3092 • $167.50 ea.

F. Brochure Holder

Used on Red Piping and Information Center displays.
#772-109 • $5.15

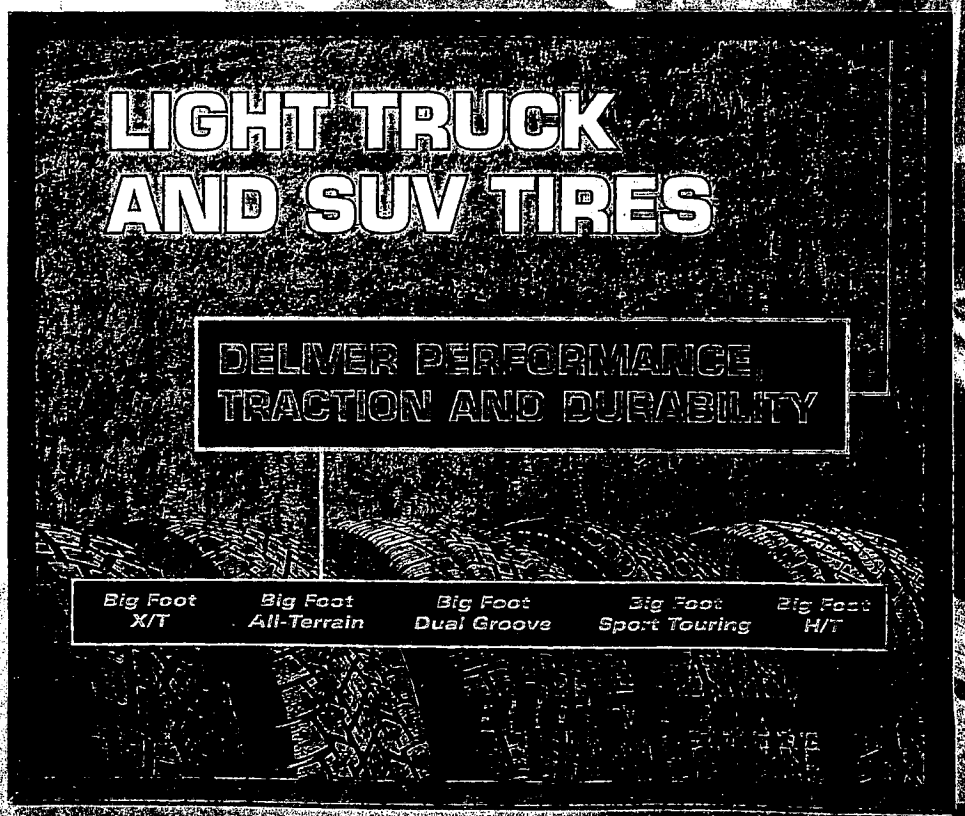


BIG O TIRES

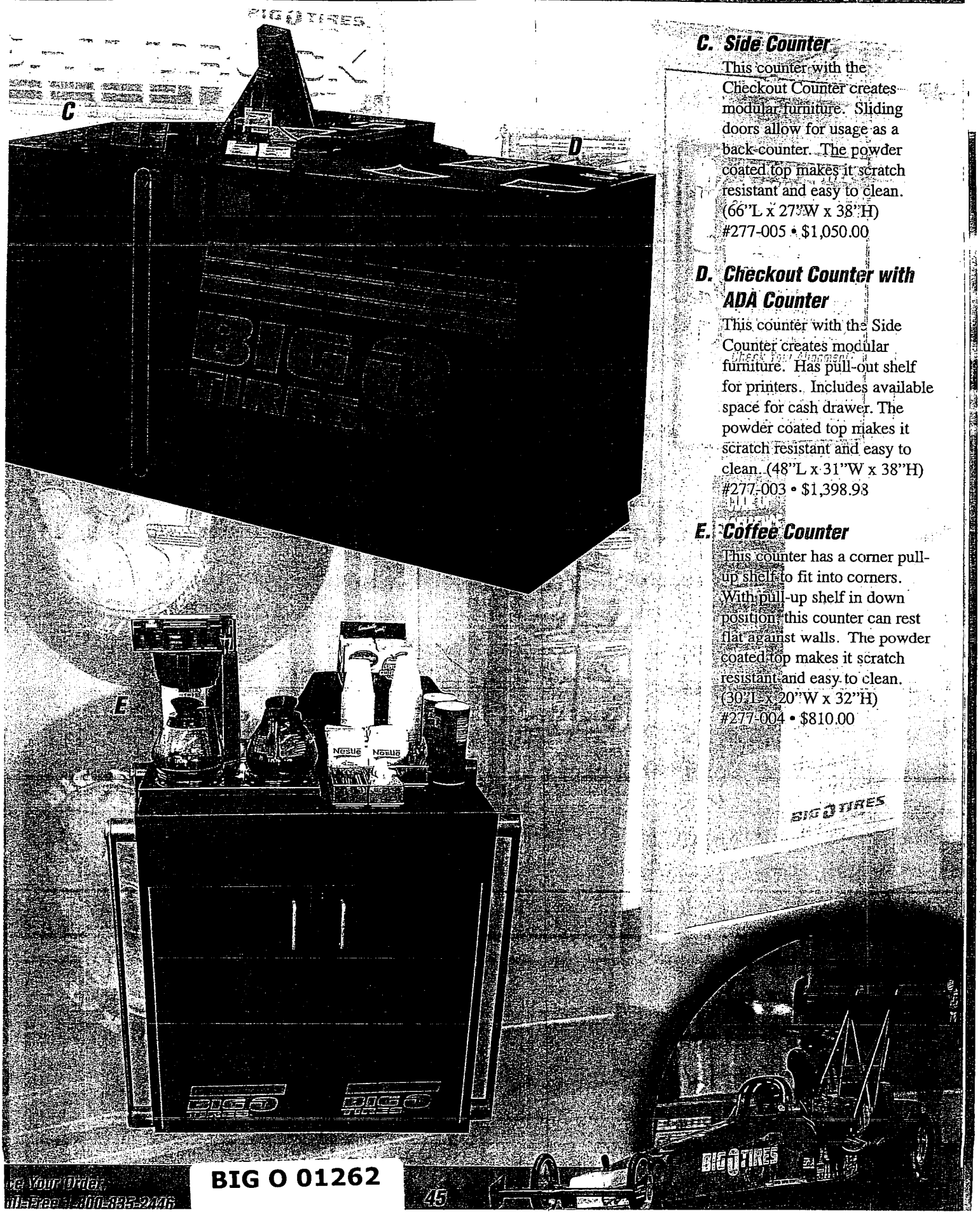


A. Desk Window Frame
Used to display counter inserts from POP packages. Inserts not included
#016-0015 • $25.95

B. Electrical Light Box (20" x 24")
Used to display light box inserts from POP packages. Inserts not included #008-0017
$169.95



BIG O 01261



C. Side Counter

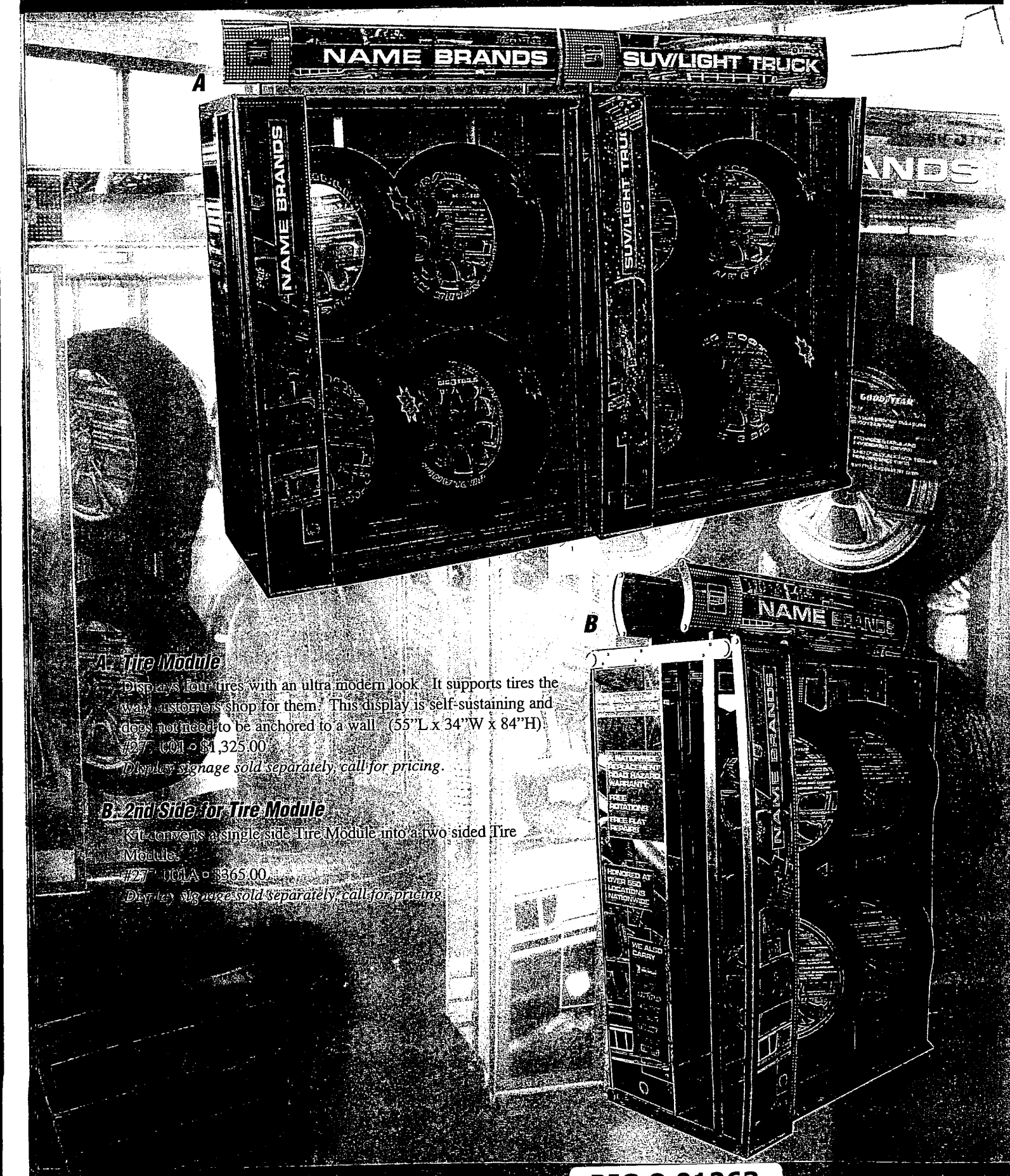
This counter with the Checkout Counter creates modular furniture. Sliding doors allow for usage as a back-counter. The powder coated top makes it scratch resistant and easy to clean. (66"L x 27"W x 38"H)
#277-005 • $1,050.00

D. Checkout Counter with ADA Counter

This counter with the Side Counter creates modular furniture. Has pull-out shelf for printers. Includes available space for cash drawer. The powder coated top makes it scratch resistant and easy to clean. (48"L x 31"W x 38"H)
#277-003 • $1,398.93

E. Coffee Counter

This counter has a corner pull-up shelf to fit into corners. With pull-up shelf in down position this counter can rest flat against walls. The powder coated top makes it scratch resistant and easy to clean. (30"L x 20"W x 32"H)
#277-004 • $810.00



A. Tire Module

Displays four tires with an ultra modern look. It supports tires the way customers shop for them. This display is self-sustaining and does not need to be anchored to a wall. (55"L x 34"W x 84"H)

#27 001 • $1,325.00

Display signage sold separately, call for pricing.

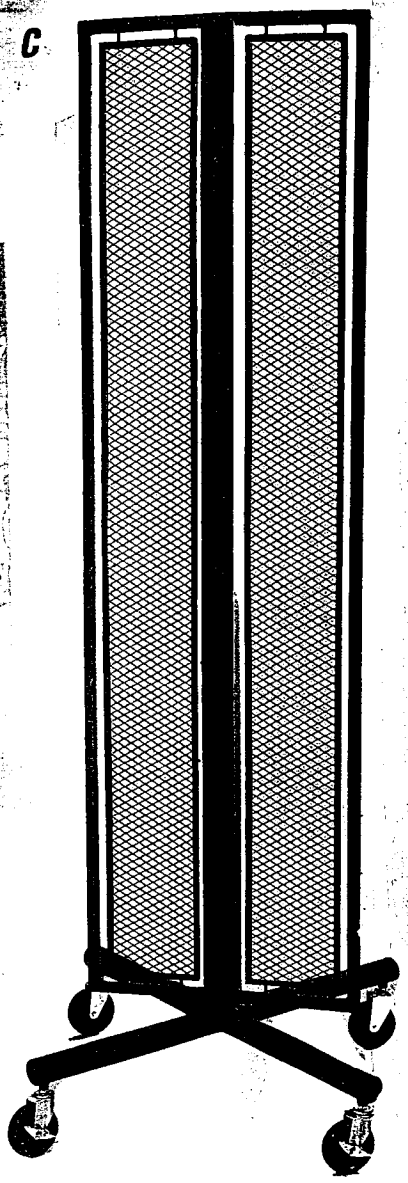
B. 2nd Side for Tire Module

Kit converts a single side Tire Module into a two sided Tire Module.

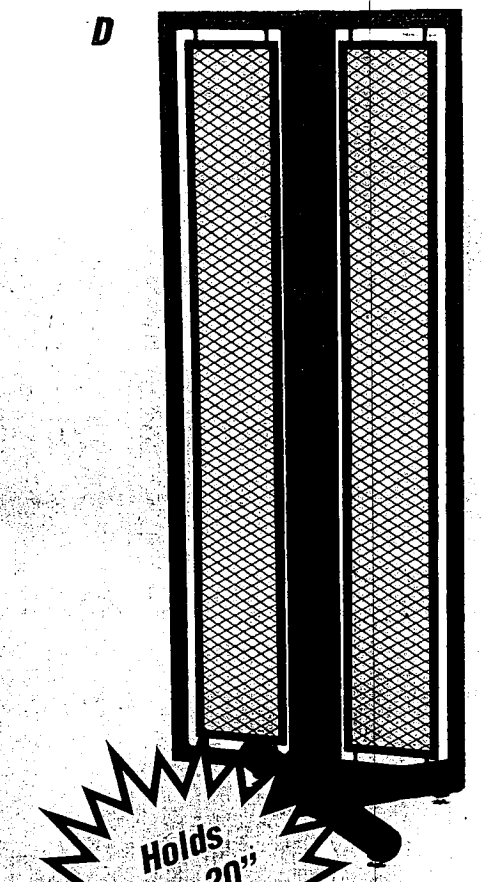
#27 001A • $365.00

Display signage sold separately, call for pricing.

C



D



C. Floor Wheel Spinner

This display holds eight 16" wheels or six 20" wheels. Display rotates 360 degrees to allow easy access to both sides of spinner. Mounted on casters for easy moving. Small enough to deliver by UPS to limit shipping costs. (27L x 27"W x 80"H)
#277-006 • $500.00

D. Counter Wheel Spinner

This display holds four wheels. Spinner is ideal to use on counters where space is limited. Display rotates 360 degrees to allow easy access to both sides of spinner. Small enough to deliver by UPS to limit shipping costs. (15"L x 15"W x 48"H)
#277-007 • $210.00

E. Tire Counter

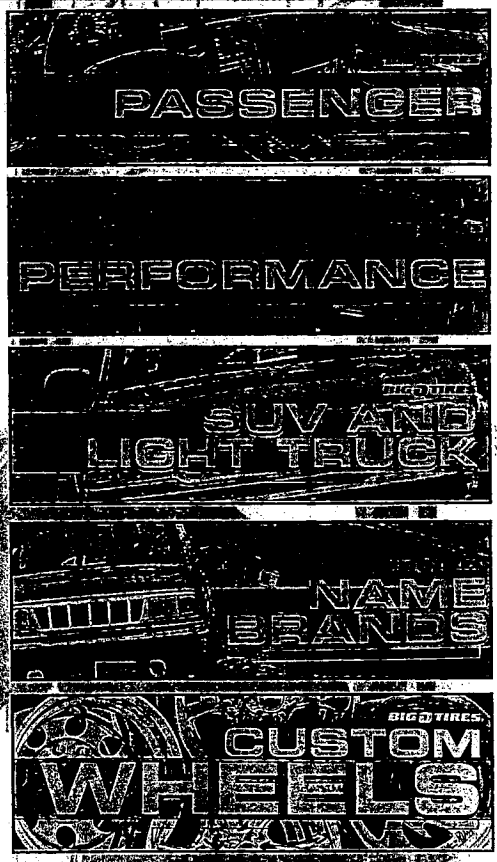
This counter's smaller size makes this counter more flexible to place in the showroom. This display is ideal to put in front of windows. A store can display tires in front of windows and still have visibility to practice the VIP program. The powder coated top makes it scratch resistant and easy to clean. Holds five Light Truck/SUV, or six Passenger tires. (66"L x 30"W x 41"H)
#277-010 • $770.00

E

BIG O TIRES

A. Rolling Barrel Stack Display

Mounted on five wheels to allow for easy rolling. The wheels are soft enough to roll on floor tile. This display is designed for indoor or outdoor use. (35"L x 35"W x 56"H) Small enough to deliver by UPS to limit shipping costs.
#277-011 • $149.95
Available signs (shown) sold separately for $59.95 each.



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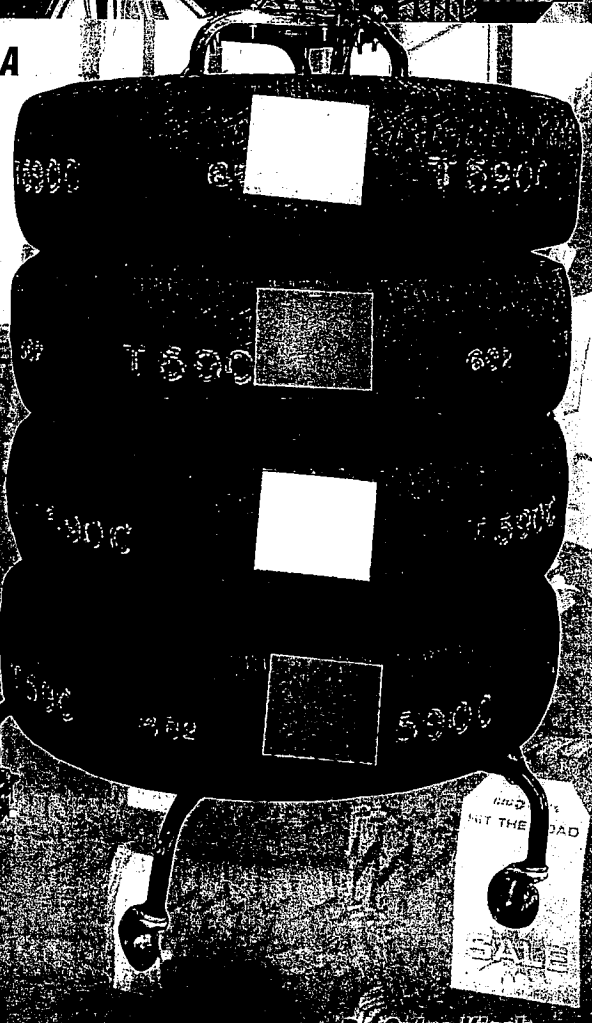


B

B. Sales Kiosk

This sales tool allows the salesperson to work side by side with the customer while working on the computer. This reduces possible barriers to closing a sale. The powder coated top makes it scratch resistant and easy to clean.
30"L x 30"W x 43"H.
#277-002 • $725.00

BIG O 01265

There are four convenient ways to purchase O Advertising merchandise: cash, check, credit card, and by account. UPS handles standa shipments, however, other carriers are available upon request. Special orders may also be accepted upon request (i.e., key chains wi specific store address). Due to the possibility of cost increases throughout the year, O Advertising reserves the right to change pricing time, without prior notice. Call O Advertising for details at 1-800-835-2446.

Call O ADVERTISING at 1-800-TEL-BIGO for:

Wearable Items
Displays
Point-of-Sale Material:
Balloons & String
Product Brochures

Specialty Items:
- Key Chains
- Pens/Pencils
- Gift Certificates
- Cups/Mugs

Warranty Pads
DOT Cards

SPECIAL ORDERS AVAILABLE!

To Order Your Vehicle Graphics:

Call DI Graphics at 1-800-433-2257

NATIONAL UNIFORM PROGRAM

Call Big O Marketing at 1-800-321-2446 or
O Advertising at 1-800-835-2446 for details.

Call Customer Service 1-877-424-4699 for:

Price Cards	Litter Bags	Neon Pens
Tire Bags	Floor Mats	Inspected Trade-In Labels
Service Work Orders	Seat Covers	
Warranty Folders	Steering Wheel Covers	Rotation Labels
Dealer Directories	Thank You Cards	Used Tire Labels
Product Brochures	Key Tags	Flat Repair Labels

Call MOORE WALLACE FORMS at 1-800-292-5670 for:

Invoices	Statements	Work Orders

Call SELECT PRINTING (NATL. PRINT PROGRAM) 1-800-658-8005 for:

Letterhead	Follow-Up Cards	#10 Window Envelopes
Envelopes	Premium Tire Service	Notepads
Business Cards	Certificates	Discount Cards

REGIONAL OFFICE NUMBERS:

Southwest	602-272-5022	No. California	707-446-4444
Colorado	303-728-5505	Central Midwest	812-944-1093
So. California	909-605-6599	Northwest	801-465-7788

will be a year of significant change for Big O Tires. One constant you can rely on in 2007 is O Advertising. We will continue to provide excellent customer service. For over 17 years, we have been your one stop shopping center for values on wearables, point of sale, displays and ad specialty items that keeps your customers coming back. We change our casual wearable line every year to help you keep up with the latest fashion. We have enlarged our selection of custom ad specialty items this year to provide you with a greater variety to choose from. What never changes is the quality and value you have to come to expect from O Advertising. We thank you for your patronage in 2006 and look forward to providing Exceptional Customer Experiences in 2007.

Your O Advertising team

BIG O 01267

O Advertising

1-800-TEL-BIGO

5025 Florence Street, Unit A
Denver, Colorado 80238
1-800-835-2446 • FAX 1-800-528-0701
In Colorado: (720) 374-2630 • FAX (720) 374-263

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett 9A
6-5-08 MC

BIG O 01789

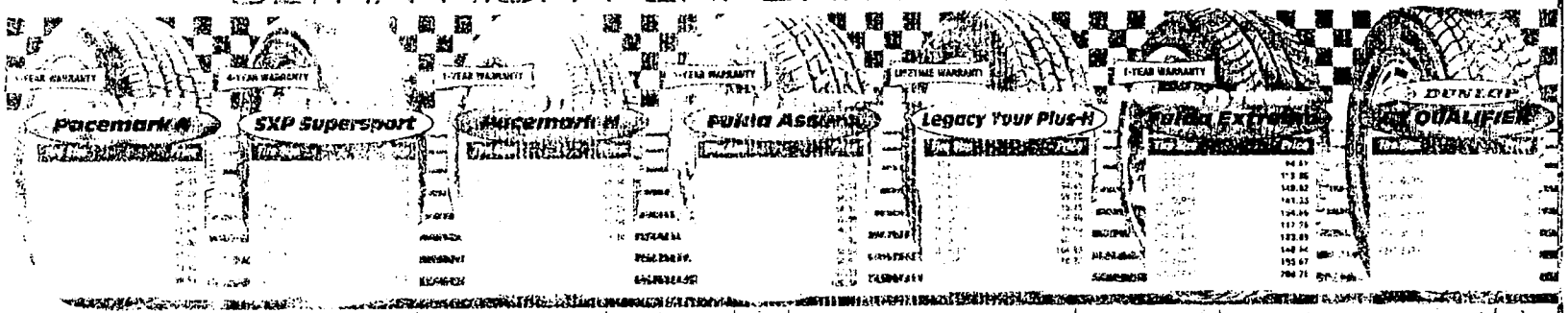
EVERY BIG O TIRES BRAND RADIAL INCLUDES:

★ FREE Rotation Service Every 5,000 Miles ★ FREE Flat Repair Service ★ FREE Valve Stems
★ FREE Mounting, Balancing and Re-balancing, and a ★ Lifetime Warranty For Road Hazard And Defects*

*Tires show our warranty details.

Tire	Price	Warranty
RADIALMAX	$30.05	1-YEAR WARRANTY
EURO SR	$53.50	3-YEAR WARRANTY
SKIN VALLEY	$60.85	3-YEAR WARRANTY
LEGACY TOUR	$62.95	4-YEAR WARRANTY
EURO TOUR	$75.55	4-YEAR WARRANTY
LEGACY TOUR PLUS	$95.90	LIFETIME WARRANTY
SYMMETRY	$44.99	MICHELIN

ULTRA HIGH PERFORMANCE RADIALS



Tire	Price	Warranty
Pacemark A		1-YEAR WARRANTY
SXP Supersport		4-YEAR WARRANTY
Pacemark H		1-YEAR WARRANTY
Fulda Assist		1-YEAR WARRANTY
Legacy Tour Plus-H		LIFETIME WARRANTY
Fulda Extreme		1-YEAR WARRANTY
DUNLOP QUALIFIER		

Tire	Price	Warranty
DOMINATOR	$73.73	1-YEAR WARRANTY
BIGFOOT A/P	$85.27	3-YEAR WARRANTY
BIGFOOT A/T QUAL	$115.51	LIFETIME WARRANTY
BIGFOOT A/T CONV	$130.63	LIFETIME WARRANTY
PATHTRAK	$102.26	1-YEAR WARRANTY
BIGFOOT X/T	$187.03	LIFETIME WARRANTY
BIGFOOT M/T	$140.35	LIFETIME WARRANTY
BIGFOOT H/T	$121.99	3-YEAR WARRANTY

DID YOU KNOW?

WE ALSO CARRY TOP NAME BRANDS!
BFGoodrich
BRIDGESTONE
DUNLOP
Firestone
GOODYEAR
MICHELIN
PIRELLI
UNIROYAL
YOKOHAMA
HANKOOK

See Us About Special Prices On Our Goodyear Tires!

Tire Size	Price

Tire Size	Price

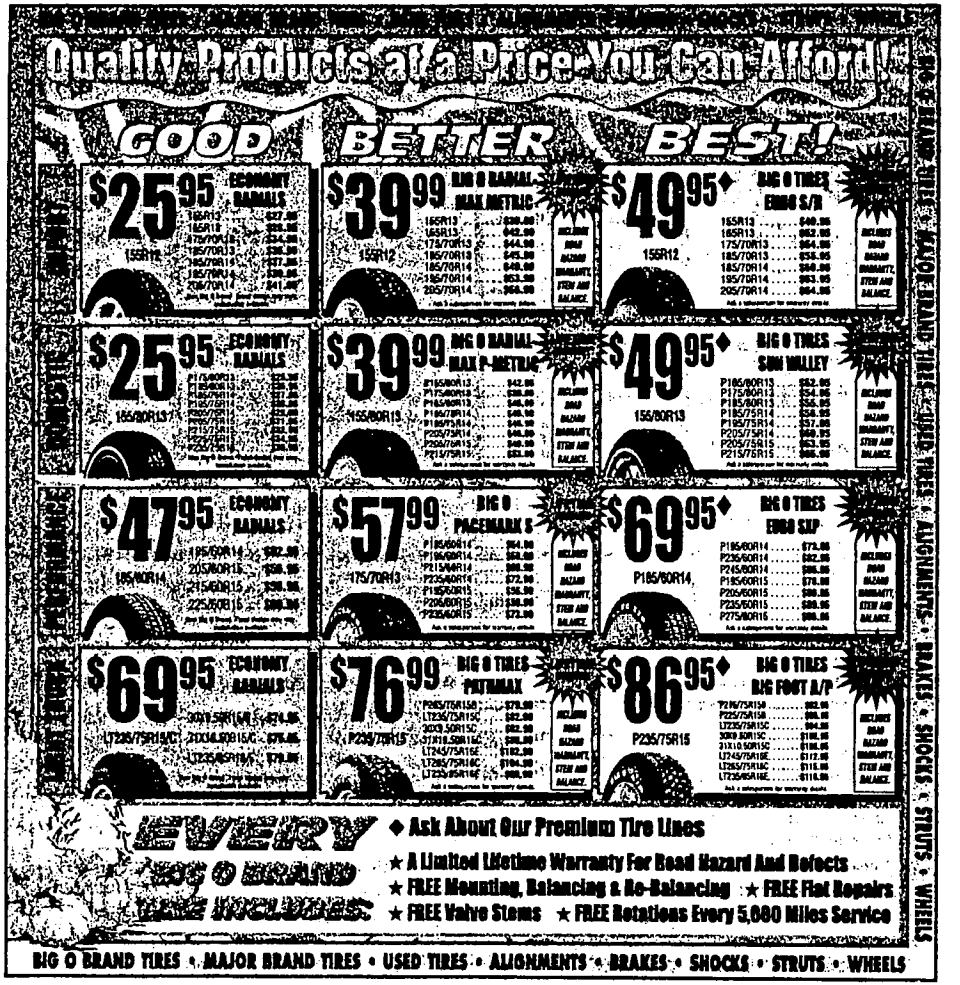
Tire Size	Price

Tire	Price	Warranty
BFGoodrich ALL-TERRAIN T/A	$85.99	LT215/75R15
GOODYEAR WRANGLER RTS	$108.00	LT215/75R15
Firestone ATX	$79.99	235/75R15

NON BIG O BRAND. TREAD DESIGN MAY VARY

BIG O 01790

Fall Into Savings on Light Truck Tires!
GOODYEAR
WRANGLER
$89.95
31X10.50R15
BFGoodrich
ALL TERRAIN T/A
$97.84
30X9.50R15
LT235/75R15 ... $89.98
31X10.50R15 ... $99.99
LT285/75R16 ... $148.66
DUNLOP
RADIAL ROVER
$99.95
LT235/75R15C
SUPER BUY!
ALL TRAILER, ATV, AND MOTOR HOME TIRES ON SALE NOW!
PATHTRAK
$104.99
LT235/75R15
30X9.50R15 ... $113.99
31X10.50R15 ... $114.99
LT245/75R16 ... $128.99
MICHELIN
LTX A/T
$199.24
LT285/75R16
BIG O BRAND TIRES • MAJOR BRAND TIRES • USED TIRES • ALIGNMENTS • BRAKES • SHOCKS • STRUTS • WHEELS


Quality Products at a Price You Can Afford!
GOOD
BETTER
BEST!
$25.95 ECONOMY RADIALS
155R12
$39.99 BIG O RADIAL MAX METRIC
155R12
$49.95◆ BIG O TIRES EURO S/R
155R12
$25.95 ECONOMY RADIALS
155/80R13
$39.99 BIG O RADIAL MAX P-METRIC
155/80R13
$49.95◆ BIG O TIRES SUN VALLEY
155/80R13
$47.95 ECONOMY RADIALS
185/60R14
$57.99 BIG O PACEMARK S
175/70R13
$69.95◆ BIG O TIRES EURO SXP
P185/60R14
$69.95 ECONOMY RADIALS
LT235/75R15/C
$76.99 BIG O TIRES PATHMAX
P235/75R15
$86.95◆ BIG O TIRES BIG FOOT A/P
P235/75R15
EVERY BIG O BRAND TIRE INCLUDES:
◆ Ask About Our Premium Tire Lines
★ A Limited Lifetime Warranty For Road Hazard And Defects
★ FREE Mounting, Balancing & Re-Balancing ★ FREE Flat Repairs
★ FREE Valve Stems ★ FREE Rotations Every 5,000 Miles Service
BIG O BRAND TIRES • MAJOR BRAND TIRES • USED TIRES • ALIGNMENTS • BRAKES • SHOCKS • STRUTS • WHEELS

BIG O 01791

Guaranteed Quality and Speedy Service

BIG O TIRES

Computerized Front End Alignment
As Low As **$24.95**
Most cars. Not valid with any other advertised special. At participating stores only. See store for details. Expires 11/15/99.

BIG O TIRES

Thrust or 4-Way Alignment
1/2 PRICE
With purchase of 2 shrts.
Most cars. Not valid with any other advertised special. At participating stores only. See store for details. Expires 11/15/99.

BIG O TIRES

Used Tires
As Low As
$9.95
Plus Installation & Balance
Not valid with any other advertised special. At participating stores only. See store for details. Expires 11/15/99.

BIG O TIRES

Tire Rotation
As Low As **95¢**
Most cars. Not valid with any other advertised special. At participating stores only. See store for details. Expires 11/15/99.

BIG O TIRES

FREE
Brake And Suspension Analysis
Includes checking friction material and components, shocks, struts and suspension components.
Most vehicles. Not valid with any other advertised special. At participating stores only. See store for details. Expires 11/15/99.

BIG O TIRES

Standard Brake Service
As Low As **$89.95**
Most cars. Per axle. Replace pads/shoes. Resurface drums/rotors. Road test vehicle. Inspect hydraulic system. Some metallic lining and any additional parts and services needed will be at extra cost. Does not apply to rear disc brakes. This coupon is not valid with any other advertised special. At participating stores only. See store for complete details. Expires 11/15/99.

BIG O TIRES

CV Boots
As Low As **$69.95**
2nd Boot on same axle 1/2 price!
Most cars. Inner or outer one side, labor included. Not valid with any other advertised special. At participating stores only. See store for complete details. Expires 11/15/99.

BIG O TIRES

$10 OFF
Any Premium Brake Service
Most cars. Not valid with any other advertised special. At participating stores only. See store for details. Expires 11/15/99.

BIG O TIRES — FREE Shuttle Service

IDAHO

BOISE 2013 Broadway Ave.	(208) 345-7228
BOISE 1422 Main Street - Corner of 15th & Main	(208) 342-5525
BOISE 7199 Fairview Ave. - Cole & Fairview	(208) 376-3422
BOISE 4602 W. State Street - Collister Center	(208) 336-4332
BURLEY 219 E. Main	(208) 678-2411
MERIDIAN 216 E. Fairview	(208) 888-1563
NAMPA 1222 Caldwell Blvd. - Near Karcher Mall	(208) 467-2123
TWIN FALLS 679 Poleline Rd. - Next to Costco	(208) 733-8742
IDAHO FALLS 265 Northgate Mile	(208) 523-5544
IDAHO FALLS 1765 E. 17th St.	(208) 523-1144
POCATELLO 731 N. 5th Ave.	(208) 232-5764

NEVADA

ELKO 330 11th Street - Beside Dairy Queen	(775) 738-2877
WINNEMUCCA 500 Hanson - 6th & Hanson	(775) 623-6900

OREGON

ONTARIO 1909 S.W. 4th Ave. - Across from D&B Supply	(541) 889-8165

WYOMING

JACKSON 530 South Hwy. 89	(307) 733-8325

MONTANA

KALISPELL 1238 Hwy. #2 East	(406) 755-7191
MISSOULA 3848 Brooks St.	(406) 251-4949

HOURS: MON-FRI: 7:30am-6:00pm • SAT: 7:30am-5:00pm

Northwest

BIG O TIRES

FACTORY DIRECT

AUTUMN Extremers

ALL SNOW TIRES AND WHEELS ON SALE NOW!

$70

$83.95

$24.95

LOOK INSIDE FOR FALL SAVINGS!

Northwest

BIG O TIRES

And Auto Service Centers.

THE BRANDS. THE PRICES. THE EXPERTS.

www.bigo.com

PIRELLI CLOSEOUT!
P5000
195/60HR14 $57.99
195/60HR15 $59.99
195/65HR15 $63.99
195/65HR14 $60.99
195/60HR15 $65.99
195/65HR15 $69.99
205/65HR15 $73.99
205/60HR16 $83.99
225/55HR16 $89.99
205/55HR16 $92.99
LIMITED QUANTITIES!

Best Brands. Best Prices.

If you find an identical tire advertised for less, bring in the ad and we'll meet or beat the price!

FREE WITH EVERY TIRE SOLD:

- FREE MOUNTING
- FREE ROTATIONS
- FREE FLAT REPAIRS
- FREE ALIGNMENT CHECKS

TOURING
$32.99
P205/65R15

P215/70R14.....$38.99
P205/70R15.....$35.99
P215/70R15.....$37.99
P215/65R15.....$45.99

NON BIG O BRAND. TREAD MAY VARY.

PERFORMANCE
$32.99
175/65R14

185/60R14.....$32.99
195/60R14.....$37.99
195/60R15.....$37.99
205/60R15.....$41.99

NON BIG O BRAND. TREAD MAY VARY.

SUV/LT TRUCK
$46.99
P215/75R15

P235/75R15.....$47.99
31X10.50R15.....$57.99
LT235/85R16.....$67.99

NON BIG O BRAND. TREAD MAY VARY.

ULTRA PERFORMANCE
$68.99
205/40HR17

215/40HR17.....$75.99
215/45HR17.....$75.99
245/45HR17.....$82.99
225/40HR18.....$94.99

NON BIG O BRAND. TREAD MAY VARY.

4-FOR 70

4 NEW TIRES FOR $70

155R12
155/80R13
165R13
175/80R13
185/80R13

NON B.I.G O BRAND TREAD MAY VARY

QUALITY STEEL RADIALS FOR YOUR DOMESTIC OR IMPORT!

$22.99
185/75R14

175/70R13..$22.99
185/70R13..$22.99
185/70R14..$27.99
195/75R14..$22.99
205/75R14..$22.99
205/70R14..$33.99
205/70R15..$35.99
225/75R15..$27.99

MICHELIN

205/65HR15 $91.99
215/65HR15 $94.99
195/60HR15 $96.99
205/60HR15 $94.99
CALL FOR MORE SIZES!

XGT-H4
$89.99
195/65HR15

UNIROYAL

P255/70R16 $99.99
SPECIAL PURCHASE!

LAREDO NAIL GUARD
$89.99
P235/75R15

GOODYEAR

SPECIAL PURCHASE!

EAGLE
$59.99
195/50R15

HOT SPECIAL BUYS!
HURRY! SUPPLIES ARE LIMITED*

BFGoodrich

LONG TRAIL T/A	ALL-TERRAIN T/A KO	OPEN TRAIL T/A
$79.99	$82.99	$92.99
31X10.50R15	27X8.50R14	P245/70R16
P235/70R16...$89.99	CALL FOR MORE SIZES!	

NOW IN STOCK!

YOKOHAMA
AVID H4/V4
$58.99
P185/65R14

P195/60R15.....$63.99
P205/65R15.....$69.99
P205/60R16.....$72.99
P215/60R16.....$75.99
P225/60R16.....$89.99
P205/40R17.....$96.99

BFGoodrich
CONTROL T/A
AS LOW AS
$49.99
P175/70R13

P185/70R13.....$52.99
P185/70R14.....$47.99
P195/70R14.....$52.99
P205/65R15.....$59.99
P205/70R15.....$61.99
P215/65R15.....$59.99
P215/70R15.....$63.99

SPECIAL BUY!

GOODYEAR
WRANGLER
$99.99
P235/75R15
CALL FOR MORE SIZES!
TREAD MAY VARY.

SPECIAL BUY!

GENERAL
GRABBER AW
$74.99
P265/70R16
PERFECT FOR YOUR EXPEDITION, EXPLORER, 4-RUNNER, PATHFINDER OR YUKON!
TREAD MAY VARY.

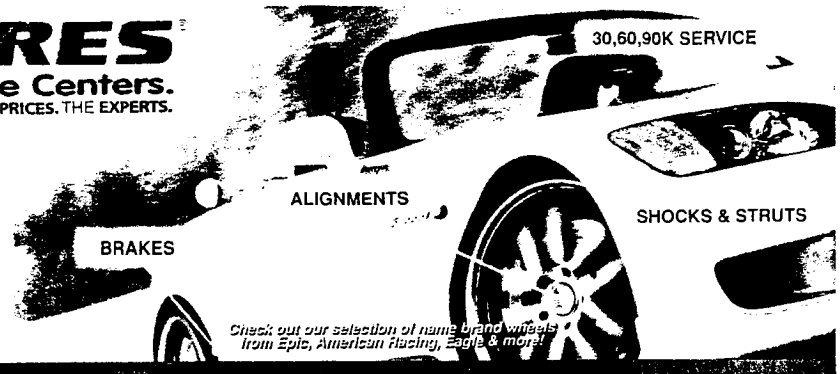
SPECIAL BUY!

BIG O 01779

BIG O TIRES
And Auto Service Centers.
THE BRANDS. THE PRICES. THE EXPERTS.

Your Convenient One-Stop Auto Center.

Our ASE certified technicians will get the job done right the first time, at a guaranteed low price!



Check out our selection of name brand wheels from Epic, American Racing, Eagle & more!

FREE COMPUTERIZED ALIGNMENT CHECK

NO PURCHASE NECESSARY! SEE A PARTICIPATING STORE FOR DETAILS

BRAKES
6 MONTH OR 6,000 MILE WARRANTY!

AS LOW AS **$69.99** Per axle (organic pads)

- Front disc brake pads or rear brake linings
- Resurface front rotors or rear brake drums
- Road test • Includes parts and labor

Because additional parts or service are often needed at an extra cost, we'll provide you a worry-free up front estimate.

Participating stores only. Not valid with any other offer. Expires 10/15/02.

$10 OFF ALIGNMENT

Thrust Angle.
Regularly $49.95
Now As Low As:
$39.95

4-Wheel
Regularly $69.95
Now As Low As:
$59.95

Participating stores only. Not valid with any other offer. Expires 10/15/02.

OIL AND FILTER CHANGE

AS LOW AS **$16.99**

FormulaShell®

- Install new filter
- Up to 5 qts Shell 10W-30 oil
- Lubricate chassis (if applicable)

Includes oil disposal fee. Diesels slightly higher. Participating stores only. Not valid with any other offer. Expires 10/15/02.

BACK TO SCHOOL SPECIAL!

Get your vehicle ready and safe for those trips back and forth to school!

Our Back To School Special includes:
- Balance all 4 tires • Rotate all 4 tires
- Oil & filter change
- Top off all fluids • Lube chassis
- Check belts & hoses
- Vehicle inspection

NOW AS LOW AS **$49.99**

Participating stores only. Not valid with any other offer. Expires 10/15/02.

TRANSMISSION SERVICE

AS LOW AS **$69.99**

- Drain and re-fill transmission
- Replace filter
- Replace pan gasket

Full system flush is also available at participating stores!

Participating stores only. Not valid with any other offer. Expires 10/15/02.

30,60,90K MILE SERVICE

Our scheduled maintenance service, as recommended by most vehicle manufacturers, includes:

- Transmission drain & fill
- Differential service
- Fuel filter • Air filter • Oil & filter change
- Radiator drain & fill • 4-tire rotation
- Complete vehicle inspection

AS LOW AS **$179.99**

Participating stores only. Not valid with any other offer. Expires 10/15/02.

RADIATOR DRAIN & FILL

AS LOW AS **$39.99**

- Drain and re-fill radiator
- Add up to 1 gallon of coolant
- Inspect belts & hoses

Participating stores only. Not valid with any other offer. Expires 10/15/02.

ROTATION & BALANCE

AS LOW AS **$39.99**

- Rebalance all 4 tires
- Rotate all 4 tires
- Check & adjust air pressure

Participating stores only. Not valid with any other offer. Expires 10/15/02.

2 STRUTS INSTALLED AND ALIGNMENT

AS LOW AS **$249.99**

- Includes one pair of struts installed
- Standard front end alignment

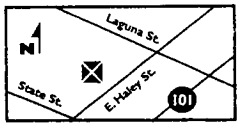
Participating stores only. Not valid with any other offer. Expires 10/15/02.

OTHER BIG O SERVICES INCLUDE: CV BOOTS • SHOCKS • BELTS • HOSES • AIR CONDITIONING SERVICE!

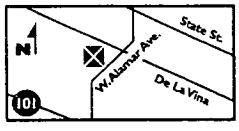
BIG O TIRES® And Auto Service Centers.
THE BRANDS. THE PRICES. THE EXPERTS.

MOST STORES OPEN MON-FRI 8AM-6PM
SATURDAY 8AM-5PM • SUNDAY 9AM-4PM
Se Habla Español!
EASY FINANCING WITH 90 DAYS SAME AS CASH! (O.A.C.)

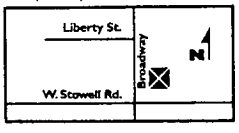
COMING SOON! **SANTA BARBARA**
136 East Haley St.



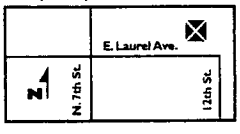
SANTA BARBARA
2701 De La Vina
(805) 687-0796



NOW OPEN! **SANTA MARIA**
1226 So. Broadway
(805) 928-2011



LOMPOC
1624 E. Laurel Ave..
(805) 736-0187



WASCO
2150 Hwy 46
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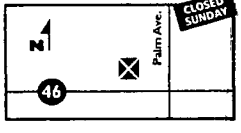

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Get your vehicle ready **before** you hit the open highway!

LOWEST PRICES ON NAME BRAND TIRES!

MICHELIN · GOODYEAR · BFGoodrich · PIRELLI

TOURING

$42.99

P205/70R15

P215/70R14..$48.99 P215/70R15..$58.99
P205/65R15..$44.99 P215/65R15..$61.99

NON BIG O BRAND. TREAD MAY VARY.

PERFORMANCE

$34.99

175/65R14

185/60R14..$36.99 195/60R15..$42.99
195/60R14..$39.99 205/60R15..$45.99

NON BIG O BRAND. TREAD MAY VARY.

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$49.99

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P235/75R15...$54.99 LT235/85R16..$69.99
31X10.50R15..$66.99

NON BIG O BRAND. TREAD MAY VARY.

LOW PROFILE ULTRA PERFORMANCE

$85.99

205/40HR17

215/40HR17...$89.99 245/45HR17...$104.99
215/45HR17...$91.99 225/40HR18..$137.99

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SPECIAL BUY!

LOOK WHAT YOU GET FREE WITH EVERY TIRE!

- MOUNTING!
- FLAT REPAIRS!
- ROTATIONS!
- AIR CHECKS!

LOW PRICE GUARANTEE

4 NEW TIRES.... 1 LOW PRICE!

$70 FOR 4

155R12
155/80R13
165/80R13
175/80R13
185/80R13

NON BIG O BRAND. TREAD MAY VARY.

QUALITY STEEL RADIALS FOR YOUR DOMESTIC OR IMPORT!

$22.99 185/75R14

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215/70R14...$39.99
205/75R15...$24.99
225/75R15...$27.99
205/70R15...$40.99

175/70R13...$24.99 195/75R14...$24.99 215/70R15...$41.99
185/70R13...$24.99 205/75R14...$24.99 205/65R15...$44.99
185/70R14...$24.99 205/70R14...$29.99 215/65R15...$45.99

MICHELIN XGT-H4

$89

195/65HR15

205/65HR15...$90 215/60HR15...$99
215/65HR15...$94 225/60HR15...$98
195/60HR15...$98 225/60HR16...$108
205/60HR15...$94 205/55HR16...$112

MICHELIN CROSS TERRAIN

$119

P225/75R15

P235/75R15...$124 P255/70R16...$139
P225/70R16...$129 P235/65R17...$132
P245/70R16...$132 P265/70R17...$159

BFGoodrich CONTROL T/A

$50.99

P175/70R13

P185/70R13 $52.99 P205/70R15 $61.99
P185/70R14 $47.99 P215/65R15 $60.99
P195/70R14 $52.99 P215/70R15 $63.99
P205/65R15 $59.99

GOODYEAR EAGLE

$59.95

195/50R15

SPECIAL BUY!

BFGoodrich ALL-TERRAIN T/A KO

AS LOW AS

$82.99

27X8.50R14

CALL FOR OUR FULL LINE-UP OF SIZES, EACH AT A GUARANTEED LOW PRICE!

GOODYEAR WRANGLER

$79.99

P235/75R16

P225/75R15...$104.99
P255/70R16...$114.99

TREAD MAY VARY.

SPECIAL BUY!

PIRELLI

$59

195/70HR14

185/60HR14...$69 205/60HR15...$78
195/60HR14...$72 205/65HR15...$79
195/65HR14...$73 225/60HR16...$89
195/60HR15...$74 225/55HR16...$92
205/55HR16...$95

TREAD MAY VARY.

SPECIAL BUY!

GENERAL GRABBER AW

$69.99

P265/70R16

PERFECT FOR YOUR EXPEDITION, EXPLORER, 4-RUNNER, PATHFINDER OR YUKON!

SPECIAL BUY!

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And Auto Service Centers.
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Worry Free Complete Auto Care.

Big O Tires is your convenient one-stop auto center. Our ASE certified technicians will get the job done right the first time, at a guaranteed [illegible]

Check out our selection of name brand wheels from Epic, American Racing, Eagle & more!

OIL & FILTER CHANGE

AS LOW AS **$14.99**

Shell

- Install new filter
- Up to 5 qts Shell 10W-30 oil
- Lubricate chassis (if applicable)

Includes oil disposal fee. Diesels slightly higher. Participating stores only. Not valid with any other offer. Expires 08/15/02.

ROTATION & BALANCE

AS LOW AS **$24.99**

- Rebalance all 4 tires
- Rotate all 4 tires
- Check & adjust air pressure

Participating stores only. Not valid with any other offer. Expires 08/15/02.

VACATION SPECIAL!

Get your vehicle ready and safe for that road trip!
Our Vacation Special includes:

- Balance all 4 tires
- Rotate all 4 tires
- Oil & filter change
- Top off all fluids • Lube chassis
- Check belts & hoses
- Vehicle inspection

NOW AS LOW AS **$49.99** Most cars.

Participating stores only. Not valid with any other offer. Expires 08/15/02.

BRAKES

6 MONTH OR 6,000 MILE WARRANTY!

AS LOW AS **$69.99** Per axle (organic pads)

- Front disc brake pads or rear brake linings
- Resurface front rotors or rear brake drums
- Road test • Includes parts and labor

Because additional parts or service are often needed at an extra cost, we'll provide you a worry-free up front estimate.

Participating stores only. Not valid with any other offer. Expires 08/15/02.

$10 OFF ALIGNMENT

Thrust Angle.
Regularly $49.95
Now As Low As: **$39.95**

4-Wheel
Regularly $69.95
Now As Low As: **$59.95**

Participating stores only. Not valid with any other offer. Expires 08/15/02.

RADIATOR DRAIN & FILL

AS LOW AS **$39.99**

- Drain and re-fill radiator
- Add up to 1 gallon of coolant
- Inspect belts & hoses

Participating stores only. Not valid with any other offer. Expires 08/15/02.

30,60,90,000 MILE SERVICE

Our scheduled maintenance service, as recommended by most vehicle manufactures, includes:

- Transmission drain & fill
- Differential service
- Fuel filter • Air filter
- Oil & filter change
- Radiator drain & fill
- 4-tire rotation
- Complete vehicle inspection

AS LOW AS **$179.99**

Participating stores only. Not valid with any other offer. Expires 08/15/02.

TRANSMISSION SERVICE

AS LOW AS **$69.99**

- Drain and re-fill transmission • Replace filter
- Replace pan gasket

Full system flush is also available at participating stores!

Participating stores only. Not valid with any other offer. Expires 08/15/02.

HEAVY DUTY GAS CHARGED SHOCKS!

AS LOW AS **$19.99** EACH.

Installation extra.

Participating stores only. Not valid with any other offer. Expires 08/15/02.

OTHER BIG O SERVICES INCLUDE: CV BOOTS • SHOCKS • BELTS • HOSES • AIR CONDITIONING SERVICE!

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And Auto Service Centers.
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MOST STORES OPEN MON-FRI 8AM-6PM
SATURDAY 8AM-5PM • SUNDAY 9AM-4PM
Se Habla Español!
EASY FINANCING WITH 90 DAYS SAME AS CASH! (O.A.C.)

VISA · DISCOVER · AMERICAN EXPRESS · MONEY EXPRESS

* If you find an identical tire advertised for less, simply bring in the competitor's ad and we'll meet or beat the price. **America's largest independently owned and operated tire store.

ANAHEIM 2021 East La Palma Ave.	(714) 502-0644
ALISO VIEJO 27812 Aliso Creek Rd.	(949) 362-4225
BREA 210 N. Brea Ave.	(714) 529-7602
CORONA 1002 W. 6th Street	(909) 735-2430
COSTA MESA 3181 Harbor Blvd.	(714) 549-4022
COSTA MESA 322 E. 17th Street	(949) 642-4131
CYPRESS 6052 Cerritos Ave.	(714) 826-6334
EL TORO/LAKE FOREST 23081 Orange Ave.	(949) 588-0934
FULLERTON 1010 W. Commonwealth Ave.	(714) 870-4699
GARDEN GROVE 13362 Brookhurst St.	(714) 741-7040
HUNTINGTON BEACH 19411 Beach Blvd.	(714) 536-7571
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LAKE FOREST 20742 Lake Forest Dr.	(949) 462-9088
LA MIRADA 13920 Valley View	(562) 946-5855
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RANCHO SANTA MARGARITA 23051 Antonio Pkwy	(949) 888-8585
SAN CLEMENTE 927 N. El Camino Real	(949) 492-5543
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SANTA ANA 1302 E. 17th St. at Grand	(714) 541-6811
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BIG O 01782

BIG O TIRES

SUMMER BREAK-OUT SALE

HUT WHEELS IN STOCK!

WHITE SPOKE	CHROME MOD	ALUMINUM MOD	MODEL 587	MODEL 587
$22.95	$39.95	$69.95	$89.95	$99.95

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COMPLETE BRAKE SERVICE

BASIC $119.95

DELUXE $159.95

PREMIUM $299.95

FREE BRAKE INSPECTION

ALIGNMENTS

FOR BETTER HANDLING AND TIRE MILEAGE

THRUST ALIGNMENT	4x4 THRUST ALIGNMENT	4-WHEEL ALIGNMENT
$39.95	$49.95	$69.95

WHICH ALIGNMENT IS RIGHT FOR YOU?

Thrust Alignment
Every car should at least have a thrust alignment. It relates all 4 wheels to a common punter line to insure maximum tire life and a centered steering wheel.

4-Wheel Alignment
90% of all cars built today should have a 4-wheel alignment. Most front wheel and some rear wheel drive vehicles have rear wheel adjustments.

MONEY-SAVING SERVICE COUPONS

BIG O TIRES	BIG O TIRES	BIG O TIRES	BIG O TIRES	BIG O TIRES
FREE TRAVEL CHECK-UP	USED TIRES STARTING AT... $9.95	$19.95 HEAVY DUTY GAS SHOCKS	$19.95 ROTATION & BALANCE	$20 OFF COMPLETE BRAKE SERVICE

BIG O TIRES 53 UTAH LOCATIONS!

GREATER SALT LAKE AREA · NORTHERN UTAH AREA · UTAH COUNTY · CENTRAL/EASTERN UTAH · WYOMING

WE ACCEPT ALL MAJOR CREDIT CARDS!

BIG O TIRES

SUMMER BREAK-OUT SALE

MICHELIN RAINFORCE MX4	DUNLOP GRANDTREK A/T	GOODYEAR WRANGLER RTS
$79.99 P205/70R13	$59.99 P265/70R16	$69.99 P235/75R15
SEE INSIDE FOR MORE MICHELIN SAVINGS! WHILE THEY LAST!	FOR SUBURBAN, TANGO, 4RUNNER AND MORE WHILE THEY LAST!	FITS MANY TRUCKS AND SUVS WHILE THEY LAST!

GRANDMA'S TIRES IS NOW PART OF THE BIG O TIRES TEAM!

Watch for the grand opening of 9 new Big O Tire Stores as Grandma trades in her old tire iron for a bigger and better tire store. Now with 53 locally owned and operated locations, Big O is Utah's No. 1 Tire Retailer.

BIG O TIRES' WINNING FORUMULA FOR SUCCESS:

- UNBEATABLE SERVICE
- THE BEST WARRANTIES IN THE BUSINESS
- EXPRESS LANE SERVICE
- THE BEST TIRE SELECTION
- SATISFACTION GUARANTEE

LOW SALE PRICES ON NEW TIRES!

PICK A SIZE - ONE LOW PRICE

$19 EA — P155/80R13, P165/80R13, P175/80R13, P185/80R13

CHOOSE YOUR SIZE - SAME PRICE

$24 EA — P175/70R13, P185/70R13, P185/70R14, P185/75R14, P195/75R14, P205/75R14

PICK A SIZE - ONE LOW PRICE

$34 EA — P195/70R14, P205/75R15, P215/75R15, P225/75R15

WE'LL BEAT ANY COMPETITOR'S PRICE!

BF Goodrich ALL-TERRAIN T/A ko	PIRELLI P5000	BF Goodrich CONTROL T/A
only $101.99 ea.	Super Deal! $69.99 ea.	Super Deal! $48.99 ea.

SPECIAL PURCHASE

Tire Size	Price
30x9.50R15	[illegible]
31X10.50R15	[illegible]
33X12.50R15	[illegible]
35X12.50R15	[illegible]
LT245/75R16	[illegible]
LT265/75R16	[illegible]
LT265/75R16	[illegible]
33X12.50R16.5	[illegible]

SPECIAL PURCHASE

Tire Size	Price	Tire Size	Price
195/60HR14	[illegible]		
195/60HR15	[illegible]		
195/65HR14	[illegible]		
185/65HR15	[illegible]		
195/65HR15	[illegible]		
205/60HR15	[illegible]		
205/65HR15	[illegible]		
225/60HR16	[illegible]		

SPECIAL PURCHASE

Tire Size	Price
175/70R13	[illegible]
185/70R14	[illegible]
175/65R14	[illegible]
185/65R14	[illegible]
195/65R14	[illegible]
195/65R15	[illegible]
205/65R15	[illegible]
205/70R15	[illegible]

BIG O 01773

EVERY BIG O TIRES BRAND RADIAL INCLUDES:

★ FREE Rotation Service Every 5,000 Miles ★ FREE Flat Repair Service ★ FREE Valve Stems
★ FREE Mounting and Re-balancing ★ Lifetime Warranty For Road Hazard And Defects*

TOP QUALITY PASSENGER RADIALS

PRESTIGE — $31.99

PRESTIGE RADIALMAX

Tire Size	Price	Tire Size	Price
155R-12	$31.99	P175/70R14	$68.99
155SR-13	31.99	P205/70R14	87.99
165SR-13	33.99	P215/70R14	88.99
175/70R13	41.99	P205/70R15	86.99
185/70R13	42.99	P215/70R15	88.99
185/70R14	43.99	P175-65R14	86.99

BIG O TIRES — $43.99

ASPEN RADIAL

Tire Size	Price	Tire Size	Price
165R-13	$40.99	P175/60R13	$51.99
165R-13	40.99	P185/80R13	51.99
175/70R13	54.99	P185/75R14	57.99
185/70R13	54.99	P195/75R14	57.99
P175/65R14	66.99	P205/75R14	58.99
P185/65R14	68.99	P215/70R14	72.99

BFGoodrich — $48.99

CONTROL T/A

Tire Size	Price	Tire Size	Price
175/70R13	$48.99	205/65R15	$62.99
185/70R14	66.99	205/70R15	69.99
175/65R14	62.99	205/65R15	62.99
185/65R14	68.99	195/65R15	66.99
195/65R14	66.99	195/65R14	58.99
195/65R15	66.99	206/70R14	66.99

BIG O TIRES — $67.99

EURO TOUR

Tire Size	Price	Tire Size	Price
P185/75R14	$72.99	P185/70R13	$67.99
P185/75R14	72.99	P185/70R14	72.99
P205/75R14	74.99	P195/70R14	72.99
P205/75R15	76.99	P205/70R14	77.99
P215/75R15	82.99	P215/70R14	87.99
P225/75R15	86.99	P205/70R15	87.99

MICHELIN — $62.99

RAINFORCE MX4

Tire Size	Price	Tire Size	Price
P185/65R14	$67.99	P205/75R15	$79.99
P185/75R14	66.99	P195/80R15	82.99
P195/75R14	66.99	P205/80R15	84.99
185/70R14	76.99	P215/65R15	86.99
P205/65R15	76.99	P215/70R15	86.99
P205/70R15	79.99	P235/75R15	86.99

BIG O TIRES BEST — $84.99

LEGACY TOUR PLUS

Tire Size	Price	Tire Size	Price
P185/70R14	$86.99	195/70HR14	$87.99
P195/70R14	86.99	P195/65R15	87.99
P205/70R14	84.99	P205/65R15	86.99
P215/70R14	97.99	P215/65R15	88.99
P205/70R15	88.99	P205/55R16	104.99
P215/70R15	88.99	P215/60R16	108.99

HIGH PERFORMANCE RADIALS

BIG O TIRES — Pacemaker S

Tire Size	Price
P175/70R13	$82.99
P185/60R14	86.99
P195/60R14	86.99
P195/60R15	82.99
P205/60R15	87.99
P235/70R15	89.99
P215/60R15	77.99
P215/60R16	77.99
P225/60R16	77.99
P255/70R15	77.99

BIG O TIRES — Sport Sedona

Tire Size	Price
P185/60R14	$88.99
P195/60R14	86.99
P195/70R14	72.99
P205/70R14	72.99
P215/65R15	79.99
P215/60R14	79.99
P225/70R14	82.99
P225/60R16	82.99
P235/60R15	84.99
P225/60R16	94.99

PIRELLI — P6000 II

Tire Size	Price
185/60HR14	$68.99
195/60HR14	68.99
195/60HR15	77.99
195/65HR14	78.99
195/70HR14	78.99
185/65HR15	78.99
185/65HR15	79.99
205/60HR15	79.99
205/55HR15	82.99
225/60HR16	98.99

FULDA — Falcon Azzuro

Tire Size	Price
185/60HR14	$67.99
195/60HR14	67.99
205/60HR14	72.99
195/65HR15	72.99
195/60HR15	74.99
195/65HR14	76.99
185/65HR14	76.99
205/50TR15	82.99
215/60HR14	82.99
225/60HR16	97.99

BIG O TIRES — Legacy Tour Plus-H

Tire Size	Price
185/60R14	$78.99
195/60R14	84.99
P195/70R14	87.99
195/65R14	88.99
P185/65R15	89.99
195/65R15	90.99
P195/60R15	88.99
205/60R15	92.99
215/60R15	94.99
225/60R16	109.99

KUMHO Ecsta Supra

Tire Size	Price
205/40R17	$92.99
205/40R18	96.99
215/55R16	98.99
225/50R16	99.99
225/55R16	91.99
225/45R18	101.99
255/50R16	101.99
235/45R17	102.99
215/45R17	102.99
245/45R18	105.99

FULDA — Kinda Extreme

Tire Size	Price
225/60ZR15	$109.99
225/60ZR16	117.99
205/55ZR15	122.99
205/55ZR16	122.99
225/55ZR16	129.99
205/50ZR16	129.99
225/60ZR16	119.99
255/50ZR16	147.99
245/45ZR16	166.99
215/40ZR17	147.99

LIGHT TRUCK RADIALS — HOT SUMMER DEALS - MAJOR BRANDS

LOW COST LT TRUCK TIRES

Tire Size	Price	Tire Size	Price
P205/75R14	$65.99	LT245/75R16	$99.99
27/8.50R14	66.99	LT265/75R16	99.99
P235/75R15	64.99	LT285/75R16	99.99
P215/75R15	66.99	P225/70R16	99.99
P225/75R15	68.99	P235/70R16	79.99
P235/75R15	66.99	P245/70R16	99.99
LT235/75R15	64.99	P255/70R16	99.99
P265/75R16	68.99	P265/70R16	109.99
30/9.50R15	72.99	P275/70R16	119.99
31/10.50R15	74.99	750R16B/W	86.99
32/11.50R15	79.99	8.00R16.5	87.99
33/12.50R15	84.99	8.75R16.5	99.99
LT215/85R16	79.99	9.50R16.5	99.99
LT225/75R16	82.99	31/10.50R15	99.99
LT235/85R16	84.99	33/12.50R15	99.99

BIG O TIRES PATHMAX RT — $82.99

Tire Size	Price	Tire Size	Price
P185/75R15	$82.99	LT225/75R16	$112.99
P215/75R15	84.99	LT245/75R16	118.99
P225/75R15	84.99	LT265/75R16	117.99
P235/75R15XL	87.99	27x9.50R14C	94.99
P235/75R15XL	88.99	30x9.50R15	104.99
P265/75R16	87.99	31x10.50R15	108.99
LT215/75R16	100.99	32x11.50R15	114.99
LT225/75R16	100.99	31x10.50R15LT	107.99
LT235/75R16	99.99		

BIG O TIRES BIGFOOT A/T DUAL — $97.99

Tire Size	Price	Tire Size	Price
P185/75R15	$88.99	P225/75R16	$99.99
P205/75R14	92.99	P235/75R16	107.99
P225/70R16	106.99	P265/70R17	130.99
P235/70R15XL	107.99	LT215/75R15	111.99
P245/75R16	118.99	LT225/75R16	120.99
P255/70R16	113.99	LT235/75R15	113.99
P265/70R15	116.99	30x9.50R15	124.99
LT225/75R16	102.99	31x10.50R15	128.99
P265/75R16	106.99	LT195/70R17	101.99

BIG O TIRES BIGFOOT X/T — $119.99

"...Great warranty ... Great performance ... a darn good deal!" — Four Wheeler Magazine

BIG O TIRES BIGFOOT A/T CONV — $97.99

BIG O TIRES SUMMER BREAK-OUT SALE

DUNLOP GRANDTREK AT — $59.99

GENERAL GRABBER AP — $59.99

GOODYEAR WRANGLER RTS — $59.99

BIG O 01774

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e-mail: jhazen@crain.com

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Neal Tire & Auto is accepting resumes for Wholesale ıd Retail Managers in Illinois and Indiana. We offer an ‹cellent compensation/benefit package including ılary, bonus, 401K, employee stock ownership, and ıuch more. *Mail or fax your resume to:*

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E-mail: judith.parker@treadwayscorp.com

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Regional Sales Manager

American Racing, a leader in the custom wheel industry is looking for a seasoned sales manager to manage the Northwest Territory. Responsibilities include directing and overseeing the sales efforts in assigned region. Coordinating, monitoring, training and directing sales personnel in warehouses within the assigned region. Developing and implement marketing programs. Maintenance and development of existing customers, prospecting and market growth penetration.

We offer a competitive salary and excellent benefits. Company vehicle provided. If you want to come grow with American Racing mail or fax resume including salary history to:

AMERICAN RACING EQUIPMENT
1275 Davis Rd., Elgin, IL 60123
FAX: 847-608-2818

INSIDE SALES

Stable, successful, national wholesale tire distributor in Norristown, PA seeks experienced Inside Sales Representatives. Product screen features the most elite private and high performance brands. Positions require at least two years experience in sales and/or customer service within the industry. Qualifications must include interpersonal and communication skills, attention to detail, ability to coordinate multiple duties and prioritize, computer literacy in Excel and Word.

We offer competitive salary and EXCELLENT benefits- fully paid medical, dental, vision, life, 401K, retirement and generous paid vacations.

Send resume including salary requirements to:
Human Resources
TREADWAYS CORPORATION
1120 Welsh Road, Suite 120
North Wales, PA 19454
Fax: 215-361-7705
E-Mail: judith.parker@treadwayscorp.com
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Center Managers

Are you fed up working for a large, inflexible corporation that promises advancement but fails to deliver? We have an opportunity for the right person who can successfully manage a commercial center. Our compensation plan will reward you for your hard work and effort. Our stores are located in smaller towns in Colorado and Nebraska.

Contact Rick Lodin at:

Bailey Tire and Service
609 Ave. B, Scottsbluff, NE 69361
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HELP WANTED

STORE MANAGER

WINSTON TIRES
Nobody Sells Tires For Less!

Management opportunities are now available at the largest independent retailer on the west coast. We're looking for highly motivated people with experience in retail tire and automotive service sales. We offer great benefits and everything else you would expect from the industry leader.

Find out more about these great career opportunities by calling
1-800-289-7267 Ext. 510
or send a resume to: Attn: Lupe Rosales, Winston Tire Company, 900 W. Alameda, Burbank, CA 91506

Chief Operations Officer

Midwest based auto service and tire retail company is seeking a Chief Operations Officer. Qualified applicants should have a bachelor's degree and at least fifteen years experience in the field. Applicant must demonstrate abilities to plan and direct all aspects of an organization's operational policies, objectives, and initiatives. Must be a strong team player with a history in strategic planning and the skills needed to motivate others to accomplish goals. Excellent benefits and salary package. All inquiries confidential. *Please send resumes to:*

Tire Business, Box 655
1725 Merriman Road
Akron, OH 44313

BIG O TIRES.

Due to enormous growth, Big O Tires in Arizona is currently looking for qualified **Managers, Salespeople** and **Mechanics.**

Please fax resumes to:

(602) 272-2567

Mechanics must be ASE certified for consideration.

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District Managers *Nationwide*

Are you looking to grow your career with one of the largest tire and auto service chains? Look no further! Our rapid nationwide expansion has created current openings for qualified District Managers throughout the US.

We offer an exceptional working environment, as well as above average compensation, company training, and a comprehensive benefits package including 401K plan. Plus, our policy of promoting from within gives you great opportunities for advancement!

To advance your career with a leader in the industry, please e-mail your resume to:
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Brighten Your Career Future!

Ready to take the next step in your career? Introducing Virtual Career Fair, an exciting new on-line meeting place where you can discover new business opportunities from some of the leading companies in the tire and automotive industry.

The Virtual Career Fair at tirebusiness.com brings hiring companies to you 24 hours a day, 7 days a week! Access who's hiring and apply to various job opportunities in these exciting industries . . . and do it all on-line at tirebusiness.com

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The Tire Industry is Invited to use the Auto Industry's #1 Source for Employment On-line.

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Visit us to find: Techs, GM's, Store Mgrs, Service Reps, & Manufacturer Reps

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT tabbies Bennett 9B 6-5-08 mk

Ad as of 11/21/01

EXHIBIT Benett 9C 6508 mk

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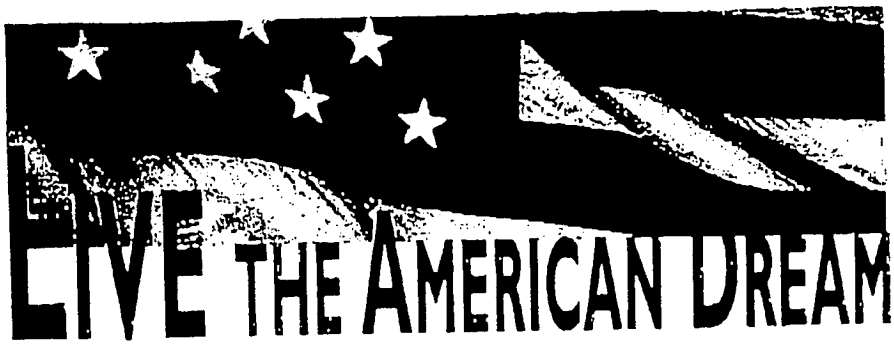
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THE COMPANY. Big O Tires is well-known in the tire industry as an established, quality-oriented company. For nearly forty years, Big O Tires' principle business has been franchising retail tire stores; offering a complete line of Big O brand passenger tires, Big O brand light truck tires, shock absorbers, tire related products and automotive undercar services.

YOUR FUTURE. Independence. As a Big O franchisee, you will own and operate your own business with the support and guidance of the nation's finest tire organization. You'll be privy to a world of information, including exclusive, high quality products; exclusive, protected sales territories; volume pricing for higher margins; comprehensive sales/management training; unique and proven successful retail programs; nationally recognized name and image; cooperative advertising opportunities; and financial assistance for conversion dealers.

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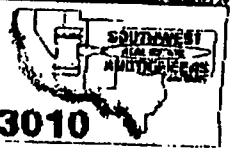

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April 2002
Santa Barbara, CA
News press

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March 2002
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S.O. Charming 3br 2ba + den, 2 fps; move-in cond, spac. yrd, roses/fruit trees. Conv "trendy" loc. OPEN SUN 1-3pm. 4722 Tobias. $419K. 310-472-5355, ownr/agt

SHERMAN OAKS, 3+2, formal dining rm, 2 car gar, large lot, frplc, completely remodeled. $429,000 obo. By owner 818-980-9582

S.O. Bank Foreclosure $440,000 2+2.5 + great guest hse. 10K sq.ft. lot. 1650 sq.ft. hse. Cosmetic Fixer, Close to Fwy. Princ. Only Agt. 310-268-7900

Sherman Oaks 3+2, Approx 1645sf. Newer AC, Pool, Grassy Play Area, Hardwood Floors, Freshly Painted.$589K Call for Appt. Bkr/Agt 818/597-4540

Studio City
by owner, 1470 sf, 6750 sf lot, 3bd, 1ba lr, fp, dr, huge kit, walk in pantry, hw fl, quiet area, 818-346-4812

TARZ. So. of Ventura Blvd. Darling redone 3br hse, 1ba, nu kitch, nu bath, great yard, lrg. lot, grt. neighborhood. Move-in now! 5333 Rhea Ave. $339K. Open House Sun 4/7/02. 12-3pm. Pp. 310-889-0100

*West Hills Roscoe Estate 4+2+pool, ⅓ac, NO QUALIFY $35K DWN, $1995/mo. RV access $339,950. Principals only. 818-399-8912 pp

WEST HILLS NO QUALIFY
$18K dn. 3bd. $1595/mo. $249,950. Pp. Principals Only 818/773-1066

WEST HILLS 8431 Rudnick Ave Open Sun. 1-5pm 3br + 2½ba eat-in kit, hdwd flrs, lush gardens, pool/spa. $365,000 Agt (818)763-3285

HOMES FOR SALE
LA COUNTY- SANTA CLARITA VALLEY 5070

Includes: Canyon Country, Newhall, Saugus, Valencia

*SANTA CLARITA 4+2+Fam Room. Lge yd. RV access. $275,000 bkr 661-254-4600

HOMES FOR SALE
LA COUNTY- ANTELOPE VALLEY

Includes: Acton, Lancaster, Palmdale

HOMES FOR SALE
VENTURA COUNTY-EAST 5105

HOMES FOR SALE
VENTURA COUNTY-WEST 5120

HOMES FOR SALE

TEMPLE CITY Ranch St; 4+2¼ Ba, 2 Fplcs, Fam Room, 2400sf, Pool, Circ Drive, Detached Gar. Cov Patio $393K 626-443-122

HOMES FOR SALE
LA COUNTY- POMONA VALLEY 52

Includes: Claremont, La Verne, Phillips Ranch, Pomona

POMONA 3br, 2 ba has family room w/firepl also in liv rm. $169,999 A 909-396-4100 #159 www.C21DiamondRealty.c

HOMES FOR SALE
ORANGE COUNTY 54

AV
NO BANK QUALIFYING
$10,000 MOVE IN
EZ qual for this beautif 4+2½ at 35 Plateau. FSE $450K toll free 866-474-80

COSTA MESA 289 Lilac L Beautiful Cul-de-sac nghbrh close to schools, 2 mi fro ocean, 4+3.5. 2200 sf, rv, fr pool, mother-in-law, $53 Open on wkends. Colleen A (949) 361-0363 Motivated

C.D.C.- Coto's Best Value! truly stunning home. 3BR 3BA, cathedral ceilings, plan tation shutters, views & approx 2300sf. (96890) $389,000 (877) 396-2828

FIRSTTEAM REAL ESTATE, INC.

F.V.- Bargain of the Year. Charming 2BR 2Ba one leve townhome unit w/spacious liv. Garden patio. Steps to golf, pool, spa, shops & restaurants. $195,000 (96913) (800) 229-3488

FIRSTTEAM REAL ESTATE, INC.

H.B.- Walk to Golf. Rare 3BR 2Ba charming ranchstyle House. Huge sep. add-on family room in premier interior tract loc. (96910) $359,000 (800) 229-3488

FIRSTTEAM REAL ESTATE, INC.

Laguna Beach Charm house 180' ocean view in the village 2br+loft, 2ba, 2 car garage. Offered at $1,100,000 Pp 949-494-5512

Mission Viejo By owner 3br-2ba, 1859SF, single story home, must see! No agents please $429,000 (949) 636-4177

NEWPORT BCH CUSTOM HM. DUPLEX-$200K Income/Year On Seperate Lots. Steps to beach, bay & boat docks. Ocean View. 714-693-9456Pp

S.J.C.- MARBELLA HOME 3bd/3.5 ba home. Appx 3450 SF. 3 Gar. Nu Crpt/pnt. Gtd Comm. $865,500 LANTERN BAY RE 949/661-6441

HOMES FOR SALE
SAN DIEGO COUNTY 5480

Pauma Valley Custom Country Club home in sunny, North San Diego County. 3220 sf, Golf. Gated. Beautiful. $432,000 Krueger Realty. 877/749-0999 x101 toll free

HOMES FOR SALE
RIVERSIDE COUNTY 5550

HEMET By owner. Beautiful Spanish style home & guest house on 40 beautiful acres w/pool, ¼ mi frontage on beautiful golf course & 2 mi from Paradise Lake. 45 mins from San Diego, 25 mins from Riverside. Health forces sale $585K (559) 240-9208

Moreno Valley BY OWNER Principals Only/Great savings 4br 3 full ba. Xlnt loc. Move in cond. 1 min. to all amens $183K 909-276-0749

Temecula House For Sale
Handyman Special. Cheap.

april 2002
LA Times

BIG O 01808

MUSICAL INSTRUMENTS

Pianos 3510

BERGMANN Baby Grand with bench, black lacquer Perfect cond. 1 year old $5500 obo 310-418-5666 pp

BOSENDORFER Piano 7 ft. 2001 model 214, conservatory serial No 45703, Satin Ebony, mint condition. $43,000 on consignment. Ask for Lynda 925-867-4627

KAWAI-YAMAHA-STEINWAY
★ PIANO BARGAINS ★
LA's Largest
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800-576-3463 ★
pianowebsite.com

KOHLER&CAMBELL Grand 6' Satin Ebony Finish w/Bench. Xint cond. $5500 213-705-5204

MASON Baby Grnd 5'6" High Gloss Blk. Like new. 5 yr warr. $4500. 310-286-7788Pp

MASON-HAMLIN, Orig, rebit, ivories, prof tone, $18.5k or rnt $125mo. 818-845-7674

Schafer & Son, 1985 upright, xint cond, $995 obo Call Cindy (310) 832-4873 Pp

STEINWAY 7', Louis, walnut, orig in/out & Yamaha, lrg, $16.9, trms. 818-845-7674

STEINWAY Grand, as new, Moving, must sell! $11k 310-967-5755

STEINWAY. Living Room Grand Ebony, Mint Cond! $17.5K obo 562-438-3776pp

Yamaha U1, 48" upright. blk glossy.★ Excellent conditon! $1950. (310) 989-3333 pp

YAMAHA Grand. Xint, $3.5k Yam Uprt, 6mo new, $2k ★ 310-368-6635 ★

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Cash for Pianos
Top $$ Paid!
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BABY Grand, looks nu, tunned, big sound, nu bench $2800obo(562)864-0815

Misc. Musical Instruments 3515

BASS Standard Upright K Bass. Xint cond, $1200 firm (562) 987-1938

GUITAR Martin D1 acoustic, perfect cond, Incl hardcase. $800 ......(310) 963 - 7774 Pp

SELMER SAXES WANTED,
Will pay $2,000 obo
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OFFICE FURNITURE/ BUSINESS EQUIPMENT

Beauty Salon Equipment 3550

BEAUTY, Barber & Facial Equip OLSON'S 5 STORY BUILDING WITH 6 THOUSAND ITEMS! NEW & USED ● 323-753-3294

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Miscellaneous Business Equipment 3570

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USED PALLET RACK Lockers, Metal Shelving, Conveyors. MC/Visa. 626-961-0961 x-219

Office Equipment & Supplies 3575

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TOSHIBA 3580 digital copier/ printer/fax, network ready. Assume lease, 3rd year of 5-year term. Base lease: $243.47/month. First 3 months free. Call ORMEC @ 1-800-800-3520 Ext #623

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CUBICLE Panel portions by Herman Miller in Phoenix style and light sand color. Assorted sizes conplete with hardware/connections and worktops, shelving and lighting. Possible configuration for approximately 8 or 10 work stations, depending on area size. Complete inventory and price list furnished upon request. (approx 40$ off original list price). Westlake Village 805/ 379-9656 ask for Debi x445

PARTITIONS, Work STATIONS Steelcase, Herman Miller, Haworth, Liquidation Sale!
714-557-4884

50 Used Cubicles for sale [illegible]

Champagne. Rare Bombay Kits. Call Rita 909-780-4399

Siamese Kittens
Male. Sire, ACA, Champion.
$325 (661)948-6991pp

Dogs 3615

AADRONICUS mastiff pups, male/fem. Grt Protection $2500-$4500 (909) 653-6008

AKITA cute pups blk/wht mix & wht. AKC, parents on site. $500 ... 760-243-4935Pp

APBT UKC, ADBA reg. Choc/ cream, ch. & grand ch. lines $300-$450 (760)323-7500

♥**AUST** Shep pups. ASCA/AKC Cert. 909-926-0794 www.inlend.net/~moonight/index.html

Aust Shep AKC/ASCA champ lines 6 wks shots tri's. $500 Pp (909) 627-0158

AUST SHEP Pups ASCA reg $500 each. 2 w/blue eyes. Adorable. 818-951-2224 pp

BASENJI AKC, blk/wht champ.lines. Beautiful Call (818)487-2782 pp

BASSET Pups Beautiful, Tri & Lemon Colors. Shots & wormed. $500 (760) 243-7258

BEAGLE Pups Reg. shots & dewormed
$350+tax (909) 984-0487

BELGIAN MALINOIS Fem, 14wks, pure, Bubbly, shots/ wormed, $75. 909-590-2262

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AKC STB Champion Sired
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BOUVIER Pups, AKC/OFA, $800 Imported working lines, PH-1, M/F 800-870-5926

BOXERS AKC pups, ch lines, fawn & brindle, s/w, tails & dew claw 760-868-8832

Boxer Puppies AKC shots champline,deworming 8wks $550-$750 (562)522-1931

BOXER Pups AKC! 1 male $750, Females $500 ea. Dame-Sire on site (909) 585-9812

BOXER, brindle & white. Male, 9 mos. old. AKC. $500 obo. (909) 270-0140

CAV. King Chas. Fem, Tri,
14 weeks Beautiful
310-454-3183 P/p

CHIHUAHUA Pups, Very sml males & females $400-$450 562-544-0682, 310-490-5727

CHIHUAHUA Pups 6 wks old Small & Cute $250. Can Deliver. Call Bob 760-363-9173

CHIHUAHUA Very small black male. 6mo old. $225. 323-722-5911; Cell 310-628-1577

●**COCKER** Pups M/F w/Pprs Buff, Blk & Partl. Pets Only. $695 (626)705-8773

COCKER SPANIEL AKC Reg. Champ lines. Buff Color. M/F $600 (213) 385-8786

COLLIE PUPS AKC, EZ payments, beautiful, M/F, rough & smooth. (714) 527-4535

DACHSHUNDS Regular Size. Gorgeous Colors. Pups/Adults. Prnts on Premises 760-243-7258

Dachshund mini long haired AKC Red & chocolate, $400 pvt breeder(661)263-8095

Doberman puppies $400
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Champion Lines
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DOBERMAN PINSCHER
Puppies blacks & reds M-F
$500 & up 909-929-1135

DOBERMAN Pup.
AKC. 1 fawn male $650
(760) 361-3186

English Bull Dog/Lab mix pups 7wks M/F shots parents on site (909) 305-8748

ENGLISH Bulldog 6/mos. old Male, Fawn & White, Champ Lns, $1500 (805)526-2949

English Bulldog AKC M/F
Red/Wht 10wks All Shts
$1,500 (818)364-8163

ENG. BULLDOG AKC pups, M/F champ lines. Chubby/Hlthy $1100 (909)717-6340 pp

ENG BULLDOG 10 wk old M, hm raised, champ lines, $1500. 661-333-2506

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AKC Pups ch lines adorable
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PARENTS. (909) 461-0460

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●**German Shep** AKC Pups. Giants. Snow Wht, Blk, Blk/ Slvr & Blk/Tan! 760-247-1989

♦**GERM SHEP** Pups. Top German Lines. Hip & Health Guart $600+ 760-244-2889pp

GERM. SHEP. PUPS AKC Champ. & German bloodline, M/F $400 818-786-4831

GERM SHEP AKC Pups 8wks&older young adults Trained lg. bned 562-809-1814

German Shepherd AKC Male pups, German import SCH III. $600. (909) 378-6161

GERMAN SH.HAIR POINTERS chp lns, Female $350 Cash.
760-244-4457

Gldn Ret AKC Pups Orig Dawn Heir, house raised OFA shots. Guaranteed. Marty 661-823-7552 or Sharon 626-355-1270

GOLDEN RET pups+ adlts. AKC/OFA/Eyes/Heart Guar. Ch. import Ln. 661-256-4620

GLDN RET 7wks AKC/OFA eyes, heart, chp lns. House raised. 310-476-0066 x2

GOLDEN RET. OUTSTANDING Pups OFA vry light mellow guar $1200 (805) 582-0915

GOLDEN Retriever M/F AKC, health guar, shots, wormed. $700 cash. Call 909-943-1564

GOLD RET. Pups AKC/OFA Champ lines, big boned, guaranteed. $1200. (805) 527-5072

GOLDEN RETRIEVER PUPS
AKC OFA shots guaranteed
$450-$550 .... (661) 944-0907

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GOLDEN RETREIVER PUPS [illegible]

MALTESE AKC, pure breed, fem, 3yr old. Able to breed. $400. Call 626-289-3202

MASTIFFS AKC Pups Lg Eng. Lns. Friendly, Big Boned. Beauti $1000-1200 Guar (760) 365-5926

MINI Daschsunds (2) DOB 3/19. (1) M (1)F w/pedg. Vry spcl. $600ea (310) 850-7171

NEAPOLITAN MASTIFF M, Puppy, Ital import, 5 mo, exc. quality, world champ bloodlines, $2300. 909-776-9103. aldibikes@aol.com.

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♥**PAPILLPON** puppies, rare, very spcl, xint companions. Must See! 909-823-4784pp

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POODLE Tea Cup Pup, Born 3/17, Male, white. $600. Call
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POODLE toy AKC 9 weeks shots black male $550 mc/visa ok (310)545-1659

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Kittens including Black & White & Smoke Colors.
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SPICE PB Well trnd F Border Terrier with Beautiful Face
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IKE 6 month Terrier who looks like a black Airedale
ARCHIE Lovable well trained [illegible]

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●MAR VISTA SAT/SUN 12p-3:30p Centinela Pet Supply @ 3860 So. Centinela at Venice
●WLA Centinela Pet SAT 12-3:30pm @ 11055 West Pico.
●VAN NUYS SAT 12-3:30pm @ Petco 5850 Sepulveda Bl
●WEST HOLLYWOOD SUN 12p-3:30pm 508 North Doheny Dr
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A total sweetheart. 2yr old Neut. Male. Pale Orange, Short Hair & Green Eyes. Rescued from starvation on the streets. Needs loving indoor home as only cat or with other Leukemia + cats. I will cover any medical cost if he ever gets sick. He's a total lovebug, please give him a chance. 310-276-1574

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Maine Coon, Calico & Declaws. Akita/Shepherd Pups ●Petco on Westwood @ St Monica Blvd. SAT/SUN 4-6:30 www.save-a-life.org
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Milo is 2yrs Neutered, 60lbs. Rescued. Loves people and belly rubs. Wants a home to call his own, a real lap dog!
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♥ **OWNER DIED** ♥
3yr Male Neutered Aussie Mix. Loves other dogs & wants to bond with that special person! 323-655-6752

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hank@tstonramp.com

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40 Purebreds 818 558 7560
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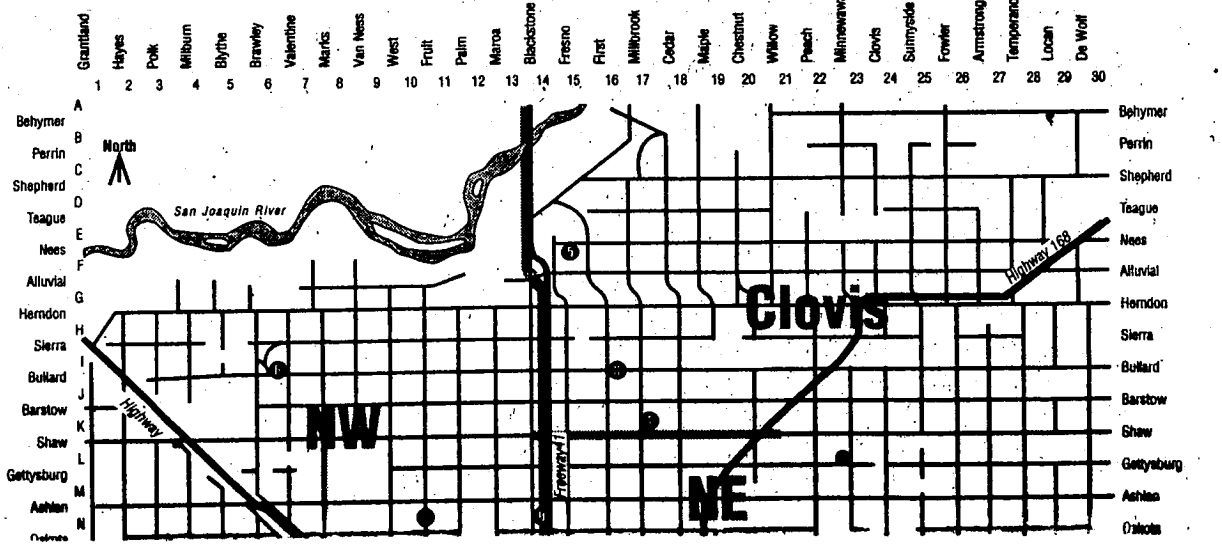

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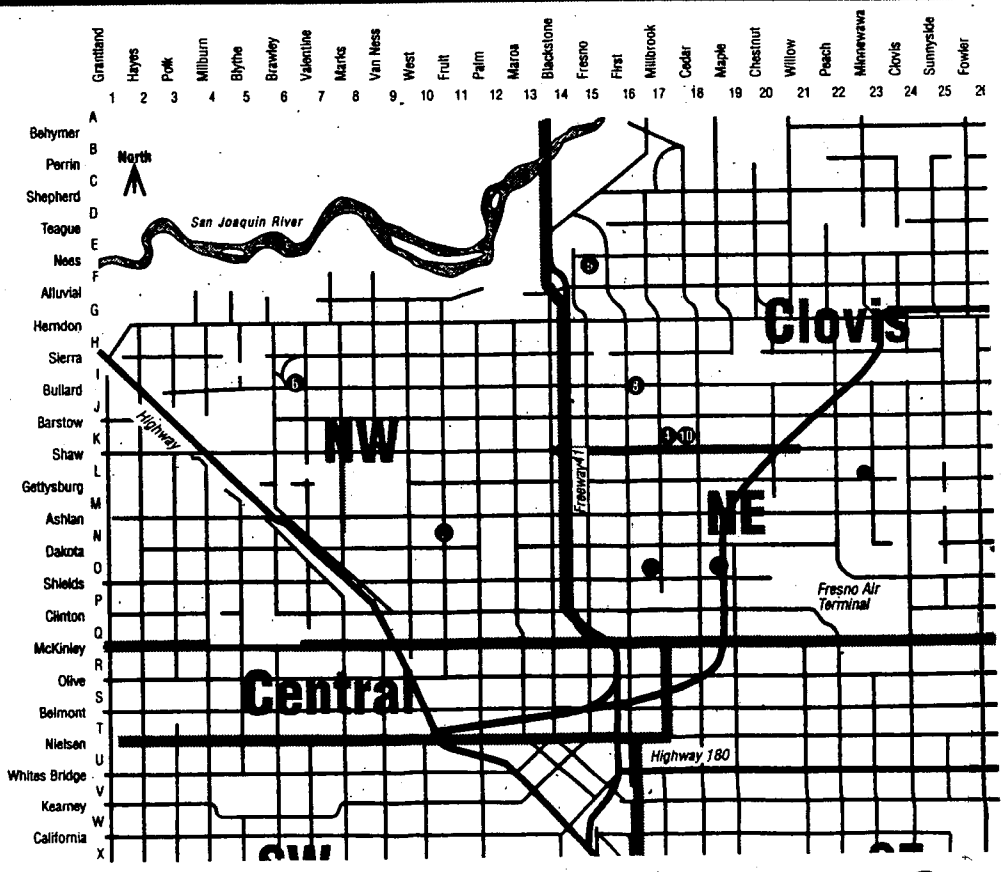

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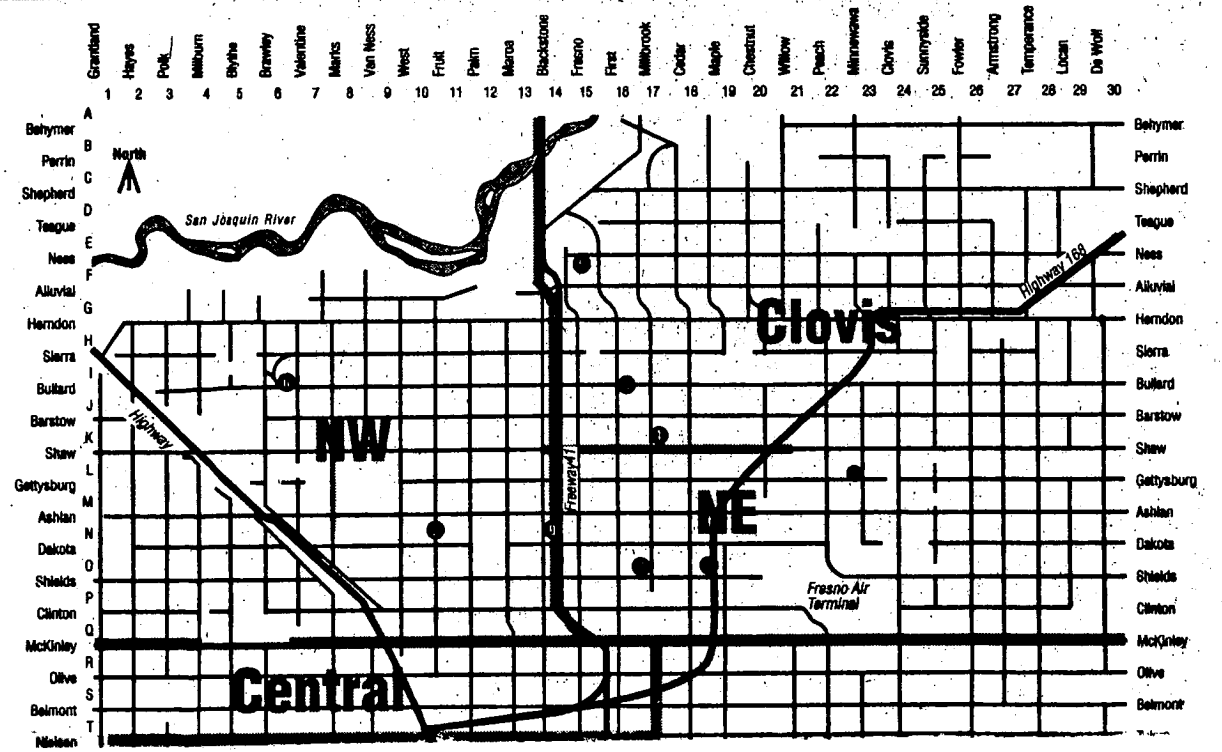

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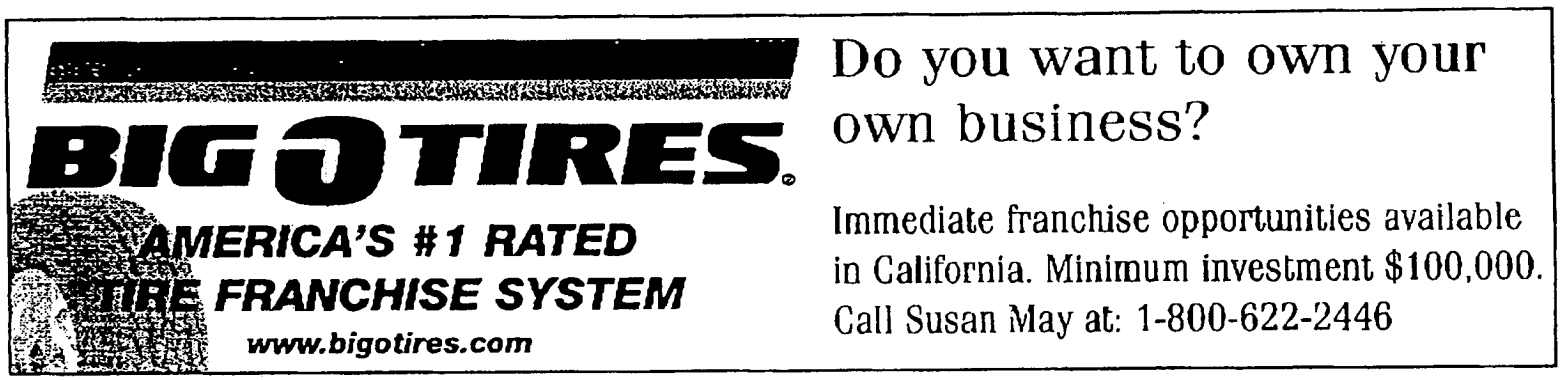

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or that loss, "we would have seen some growth"—and possibly better financial results.

The recent plant closings point toward a deeper industry-wide problem of overcapacity worldwide, he explained. But Conti is "not short on plant capacity.... The game is: The fittest will survive."

The Mexico plant would have been CTNA's low-cost provider, were it not for the trouble the company ran into there with what Mr. Frangenberg called "special unions" unique to that country. The factory had the same equipment, products and machinery as other Conti facilities, "but lost more in terms of inefficiencies." In the end, union officials never made any concessions, so we had to take the hard way: irrevocable closure. They still didn't believe it, (and thought) we were playing,...but they were wrong. There's no alternative, we can't get out of this market."

All has not always been doom and gloom for CTNA. Not that long ago the company "did experience profits in its passenger and light truck divisions," Mr. Frangenberg said. "But in these crisis years we fell back into the red—and this we have to change."

The catalyst for that change? "New products are the key to success," he stated, "and more flexible, market-oriented factories to provide the products when needed."

Supporting that contention, the company unveiled a flurry of tires at its recent dealer meeting and vowed that new products would be in dealers' hands on time for a change.

Despite its problems, Mr. Frangenberg said he believes he has left the company in better shape than he found it—when its General brand's future was a question mark and its flagship Conti

of capacities and increasing prices...will lead to a healing process of the total industry."

At the Hawaii dealer gathering, Conti Executive Board Chairman Manfred Wennemer, who previously headed Continental's ContiTech non-tire group, noted that "the time is over for promises. We are here to deliver—you can count on it."

He echoed Mr. Frangenberg in praising dealers for their continued support and loyalty, then called the retiring executive "a good corporate soldier" and a gentleman with a nice personality with whom it was easy to do business.

"He was instrumental in our improvements in OE and replacement gains in market share," Mr. Wennemer said, "and was responsible for two to three years of profitability."

Yet, he noted that while Mr. Frangenberg dedicated himself to righting a listing corporate ship, "he didn't have time for his hobby."

that he was asked to leave Conti, noting he was retiring of his own choice because his five-year contract had expired. And, frankly, it was time for someone younger—a new generation to take over, he said. His replacement is 43-year-old Ulrich Wellen.

As is often the tradition, an outgoing executive is asked to offer some sage words of wisdom to those who will carry on the torch in his stead. But Mr. Frangenberg was plainly uncomfortable making any "elderly statements or giving advice."

If anything, he admitted he had "mixed feelings" about his departure. "I'd like to see the success and be a part of it because (the company) has not been reinvented overnight. A lot of the ground-breaking work has been laid before.

"But on the other hand, it's a natural age process in corporate life: You have to leave, and it's time for me now."

April 2002

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these tires since wider axles are required and gearing is different than for the smaller dual tires. Retrofitting can be done but is expensive and complicated.

Fleets using these tires predominantly operate locally or regionally rather than long distance. That's because regulations that limit the amount of load a tire can carry per inch of width varies from state to state and prevents the use of these tires by fleets that operate these tires can now travel across the country without encountering a problem at any state's scales.

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braking and extended brake drum and lining life since the running assembly is better ventilated and stays cooler.

Fleets still have the problem associated with flat tires. When one wide base tire goes flat, the vehicle is down. There's no "limping it in." The size and weight of the tire and wheel assembly is going to make emergency road calls really challenging for servic-

See ***Advantages****, page 14*

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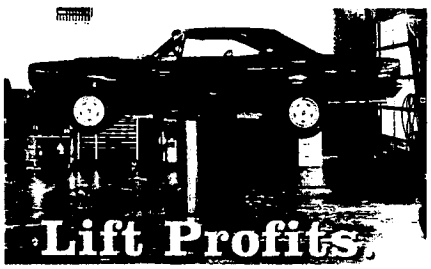

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SCRAP TIRE UPDATE

SEC disclosure raises doubts on Tirex

By Miles Moore
Washington reporter

MONTREAL—For several years Tirex Corp. has aggressively publicized its patented cryogenic tire grinding equipment and joint sales and product manufacturing ventures with companies around the world.

Tirex's latest Securities and Exchange Commission filing, however, states flatly that the company is in dire straits, though the company president insists they're not nearly so dire as they appear.

"The lawyers made me say that," John L. Threshie Jr. said of the following statement in Tirex's 10-QSB form filed with the SEC Feb. 15: "The company's uncertainty as to its productivity and its ability to raise sufficient capital raise substantial doubt about the entity's ability to continue as a going concern."

As soon as Tirex gains some capital, Mr. Threshie said, it can proceed with plans to build a commercial plant for its TCS-2 tire grinding system.

According to the 10-QSB, Tirex began its developmental stage with a new business plan in March 1993.

"As of March 2000, the company had developed a production quality prototype of its patented system for the disintegration of scrap tires, but nonetheless continued its research and development efforts to improve the machine's performance and to permit greater flexibility in design for specific customer applications," the document stated.

Montreal-based Tirex had numerous potential clients for the TCS-2 system, successor to the earlier TCS-1 system, from the fiscal year starting July 1, 2000, the SEC filing said.

But as of Dec. 31, 2001, no sale had been completed.

The company had a net loss of $3.1 million for the fiscal year ending June 30, 2001, according to the filing. For the six months ended Dec. 31, 2001, the loss was $925,000.

Time and again when trying to complete a sale, Tirex was faced with potential customers which demanded a guarantee that the TCS-2 system would produce a specified amount of crumb rubber and a refund if the equipment didn't perform as promised, Mr. Threshie said in a letter to shareholders March 8.

"The recycling industry is relatively young, unstable and not clearly defined," he said.

Most potential customers are new to tire recycling and don't appreciate the difficulty in obtaining financing, he added.

Each complete TCS-2 system costs $3 million to $5 million to set up, and this is "a lot of money to put up for new technology without technical or financial guarantees," Mr. Threshie said.

"A full-scale commercial (TCS) system has never been in use and proven in the market over an extended period of time," he said, adding that the quality of the process and the crumb rubber it produces have been proven high in prototype operations.

The company suffered a setback last September when Canada Economic Development for Quebec Regions, a Canadian government agency, seized a $36,600 tax credit Tirex received from the Canada Customs and Revenue Agency.

Tirex had planned to use the tax money toward its commercialization effort, when CEDQR declared the company in default of an earlier loan, according to an SEC 8-K form filed Dec. 12, 2001.

GreenMan to buy Iowa recycling unit

By Miles Moore
Washington reporter

DES MOINES, Iowa—Tire recycling firm GreenMan Technologies Inc. has signed a letter of intent to purchase the Iowa-based scrap tire collection and processing operations of Utah Recyclers Inc. for an undisclosed amount.

Headquartered in Des Moines, the Iowa operations of UT handle more than 2 million tires annually, according to a GreenMan press release.

GreenMan expects the deal to close in April. It will operate the Des Moines plant as GreenMan Technologies of Iowa Inc., according to GreenMan CFO Chuck Coppa. Most of the Iowa facility's business is in tire-derived fuel, although it also has some contracts for crumb rubber, he said.

UT and GreenMan—which has long had operations in nearby Minnesota—have worked together the past few years on remediation of Iowa's worst illegal tire dumps, according to Mr. Coppa.

"Between us we've cleared more than 7 million tires there, so we got to know each other pretty well," he said. "We knew that UT wanted to focus more on its operations in Utah, and we have great synergy in Iowa, so we decided to approach them about buying those operations."

Based in Lynnhaven, Mass., GreenMan is one of the most expansion-minded tire recyclers in the U.S. On March 1 it opened Able Tire of Oklahoma L.L.C., a joint venture with Able Tire Co. L.L.C. of Burleson, Texas, to collect and market whole tires to cement kilns in Oklahoma. Within the last year or so it also has acquired tire recycling operations in Wisconsin and Tennessee.

GreenMan's main business is tire chips for tire-derived fuel, and it has approximately 100 employees at plants in Georgia, Minnesota, South Carolina and elsewhere. It posted earnings of $77,000 on sales of $5.8 million in the fiscal year ended June 30, 2001.

Thousands of scrap tires ignite at N.Y. dump

By Vera Fedchenko
Tire Business staff

WATERFORD, N.Y.—One of New York state's largest scrap tire piles caught fire March 9.

About 750,000 tires from a dump containing an estimated 8 million tires became engulfed by flames at 8:15 p.m. and produced thick, black smoke that coated nearby homes, said Lt. Thomas Japour of the Waterford Police Department. Hundreds of firefighters helped extinguish much of the fire by March 12, though the pile was still smoldering as of that date.

The cause of the fire, which occurred at the Mohawk Tire Storage Facility in Waterford, is still being investigated. The state Department of Environmental Conservation (DEC) is assessing the environmental impact of run-off created by the fire, a DEC spokeswoman said. Teams from the DEC created dams to prevent the run-off from heading into the nearby Hudson River, she said, and also vacuumed and treated some creek water. The DEC is monitoring the site and is awaiting test results of samples taken from the river.

Mohawk Tire Storage Facility, owned by Vincent and Kathryn Williamson, has accepted scrap tires for shredding and disposal since the early 1960s, the DEC spokeswoman said.

At one time, the site also operated a small retreading business and accumulated an estimated 12 million to 14 million tires.

"We've had a long history with this site," the spokeswoman said.

Since 1988—when New York adopted regulations for waste tire storage—Mohawk Tire Storage was required to get a permit for its tires and remediate the site. The firm's failure to comply caused the state to assume responsibility for the site. New York spent $2.3 million in 1999 to remove more than 2 million tires, create fire lanes, install water lines and hydrants and put up fencing, according to the spokeswoman.

The Williamsons have not yet been cited, but they already have pending litigation brought against them by the state attorney general's office, she said.

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THE AMERICAN DREAM. Join a team of tire retailers who have been successful time and time again, and begin building your American Dream. Call today to learn more about converting your exisiting tire store to a Big O Tires store. Contact: Franchise Development Dept. at 1-800-622-2446.

Representatives available at the SEMA Show. Please call for appointments.

BIG O TIRES.

Visit the official website of Big O Tires at www.bigotires.com

SEMA SEMA SEMA SEMA SEMA SEMA SEMA SEMA SEMA SEMA SEMA

BUSINESS OPPTY.

Commercial Tire Distributors Program

- Broad Product Line
- Commercial Sizes
- Strong Warranty
- High Fill Rates

Contact Mike Foxhoven at 1-800-677-9535

HERCULES TIRES

CELEBRATING 50 YEARS

HALKO MANUFACTURING CO. Quality Products Since 1970

Quality Wheel Weights
EZ Tire Repair &
Valve Stems
Distributors Wanted

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Fax: (302) 653-6629
Email:
halkode@bellatlantic.net

CALL TODAY

to place an ad in next week's issue of *TIRE BUSINESS!*

Call Jennifer Hazen
Ph: (330) 865-6117

Are you ready for change?

EXCLUSIVE TERRITORIES AVAILABLE
COMPLETE LINE PASSENGER & LT TRUCK
CENTRALLY LOCATED DISTRIBUTION
EXCLUSIVE DESIGNS
FAST ORDER FILL

Call Jim Tyler
1-800-677-3573

MERIT TIRES
A Division of Hercules Tire & Rubber Co.

TIRE BUSINESS THE DEALER'S CHOIC
#1 IN READERSHIP – CALL TODAY 330-865-611

2,000,000 OPPORTUNITY

Do you want to own and operate your own Tire and Automotive Service Center and make **NO CAPITAL INVESTMENT??** Buy into the business with profits you generate from the business while earning $60k-$100k in salary and commission. Sound unbelievable??

Send your resume to Henderson Holdings, Inc.
P. O. Box 86, Mechanicsville, MD 20659
to obtain details and to secure a confidential interview with the owner of this multi-location chain.
Don't Hesitate!

BUSINESS FOR SALE

Booming East Central Florid

23-yr. est. Tire & Auto Service Center on prime comm. prop ty. 2-story w/6400 sq. ft. total, incl. 5 bays, 2500 sq. ft. upst for office or living, 18-seat deli on 1st level is customer wait area. Great corner lot w/major exposure on two busy roadwa Books CPA verified. $800,000 w/terms.

Contact: Bob Hill
ATLANTIC COAST REALTY SERVICES
Ph: 386-424-0431 • rdhill@bellsouth.ne

BUSINESS FOR SALE

South-Central OHIO

Retail tire & auto service center in prime location on state route. Successful business, est. 25+ years. 2-3 bays, sale includes business, equipment, customer base, city contract and real estate, inventory optional. $400,000+ in sales. Manager and staff included.

For more info, please call:
614-877-7354

Check out...

Tire Business' web site connect to the *very lat* tire industry news a product information:

http://www.tirebusiness.c

Expand your reach w on-line advertising on *Business'* web site!

Call today for rates:
Ph: 330-865-611

MAXIMIZE

Your exposure with an on-going ad program in Tire Business Classifieds. Call 330-865-6117

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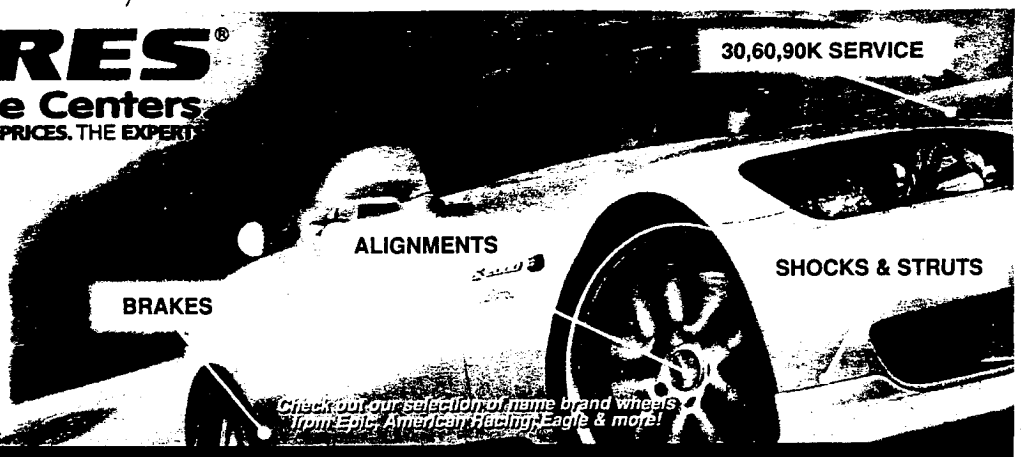
BIG O TIRES®
And Auto Service Centers
THE BRANDS. THE PRICES. THE EXPERTS.



Your Convenient One-Stop Auto Center.

Our ASE certified technicians will get the job done right the first time, at a guaranteed low price!

FREE COMPUTERIZED ALIGNMENT CHECK!

NO PURCHASE NECESSARY! SEE A PARTICIPATING STORE FOR DETAILS.

BRAKES
6 MONTH OR 6,000 MILE WARRANTY!

AS LOW AS **$69.99** Per axle (organic pads)

- Front disc brake pads or rear brake linings
- Resurface front rotors or rear brake drums
- Road test • Includes parts and labor

Because additional parts or service are often needed at an extra cost, we'll provide you a worry-free up front estimate.

Participating stores only. Not valid with any other offer. Expires 10/15/02.

$10 OFF ALIGNMENT

Thrust Angle.
Regularly $49.95
Now As Low As:
$39.95

4-Wheel
Regularly $69.95
Now As Low As:
$59.95

Participating stores only. Not valid with any other offer. Expires 10/15/02.

OIL AND FILTER CHANGE

AS LOW AS **$14.99**

FormulaShell®

- Install new filter
- Up to 5 qts Shell 10W-30 oil
- Lubricate chassis (if applicable)

Includes oil disposal fee. Diesels slightly higher. Participating stores only. Not valid with any other offer. Expires 10/15/02.

BACK TO SCHOOL SPECIAL!

Get your vehicle ready and safe for those trips back and forth to school!

Our Back To School Special includes:

- Balance all 4 tires • Rotate all 4 tires
- Oil & filter change
- Top off all fluids • Lube chassis
- Check belts & hoses
- Vehicle inspection

NOW AS LOW AS **$49.99**

Participating stores only. Not valid with any other offer. Expires 10/15/02.

TRANSMISSION SERVICE

AS LOW AS **$69.99**

- Drain and re-fill transmission
- Replace filter
- Replace pan gasket

Full system flush is also available at participating stores!

Participating stores only. Not valid with any other offer. Expires 10/15/02.

30,60,90K MILE SERVICE

Our scheduled maintenance service, as recommended by most vehicle manufacturers, includes:

- Transmission drain & fill
- Differential service
- Fuel filter • Air filter • Oil & filter change
- Radiator drain & fill • 4-tire rotation
- Complete vehicle inspection

AS LOW AS **$179.99**

Participating stores only. Not valid with any other offer. Expires 10/15/02.

RADIATOR DRAIN & FILL

AS LOW AS **$39.99**

- Drain and re-fill radiator
- Add up to 1 gallon of coolant
- Inspect belts & hoses

Participating stores only. Not valid with any other offer. Expires 10/15/02.

ROTATION & BALANCE

AS LOW AS **$39.99**

- Rebalance all 4 tires
- Rotate all 4 tires
- Check & adjust air pressure

Participating stores only. Not valid with any other offer. Expires 10/15/02.

2 STRUTS INSTALLED AND ALIGNMENT

AS LOW AS **$249.99**

- Includes one pair of struts installed
- Standard front end alignment

Participating stores only. Not valid with any other offer. Expires 10/15/02.

OTHER BIG O SERVICES INCLUDE: CV BOOTS • SHOCKS • BELTS • HOSES • AIR CONDITIONING SERVICE!

40 Years BIG O TIRES 1962-2002

BIG O TIRES® And Auto Service Centers. THE BRANDS. THE PRICES. THE EXPERTS.

MOST STORES OPEN MON-FRI 8AM-6PM
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Se Habla Español!
EASY FINANCING WITH 90 DAYS SAME AS CASH! (O.A.C.)

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OVER 237 STORES IN CALIFORNIA!

EXHIBIT Bennett 9D 6-5-08 mlc

SEPTEMBER 4/4 OVERSIZED PENNY SAVER INSERT - REGULAR BACK

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

BIG O 01770

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BIG O TIRES®

And Auto Service Centers.

THE BRANDS. THE PRICES. THE EXPERTS.

www.bigo.com

PIRELLI CLOSEOUT!
P5000
195/70HR14...$57.99
185/60HR14...$59.99
195/60HR14...$64.99
195/65HR14...$64.99
195/60HR15...$65.99
195/65HR15...$69.99
205/55HR16...$79.99
225/60HR16...$89.99
225/55HR16...$89.99
205/55HR16...$89.99
LIMITED QUANTITIES!

Best Brands. Best Prices.

If you find an identical tire advertised for less, bring in the ad and we'll meet or beat the price!

NOW IN STOCK!

TOURING
$32.99
P205/65R15

P215/70R14.....$38.99
P205/70R15.....$35.99
P215/70R15.....$37.99
P215/65R15.....$45.99

NON BIG O BRAND. TREAD MAY VARY.

PERFORMANCE
$32.99
175/65R14

185/60R14.....$32.99
195/60R14.....$37.99
195/60R15.....$37.99
205/60R15.....$41.99

NON BIG O BRAND. TREAD MAY VARY.

SUV/LT TRUCK
$46.99
P215/75R15

P235/75R15.....$47.99
31X10.50R15.....$57.99
LT235/85R16.....$67.99

NON BIG O BRAND. TREAD MAY VARY.

ULTRA PERFORMANCE
$68.99
205/40HR17

215/40HR17.....$75.99
215/45HR17.....$75.99
245/45HR17.....$82.99
225/40HR18.....$94.99

NON BIG O BRAND. TREAD MAY VARY.

FREE WITH EVERY TIRE SOLD:
- FREE MOUNTING
- FREE ROTATIONS
- FREE FLAT REPAIRS
- FREE ALIGNMENT CHECKS

Get a Samsonite® Wheeled Carry-On Upright and a Michelin® Road Atlas with the purchase of any four new Michelin tires.
OFFER VALID 8/25/02 THROUGH 10/05/02.
Visit your local Big O Tires for details.

MICHELIN
Because so much is riding on your tires.®

get rolling FREE

4-FOR 70
4 NEW TIRES FOR $7
155R12
155/80R13
165R13
175/80R13
185/...R13

QUALITY STEEL RADIALS FOR YOUR DOMESTIC OR IMPORT!
$22.99
185/75R14

175/70R13...$22.99
185/70R13...$22.99
185/70R14...$27.99
195/75R14...$22.99
205/75R14...$22.99
205/70R14...$33.99
205/70R15...$35.99
225/75R15...$27.99

MICHELIN®
XGT-H4
$89.99
195/65HR15
205/65HR15...$91.99
215/65HR15...$94.99
195/60HR15...$96.99
205/60HR15...$94.99
CALL FOR MORE SIZES!

UNIROYAL®
P255/70R16...$99.99
SPECIAL PURCHASE!
LAREDO NAIL GUARD
$89.99
P235/75R15

GOODYEAR
SPECIAL PURCHASE!
EAGLE
$59.99
195/50R15

HOT SPECIAL BUYS!
HURRY, SUPPLIES ARE LIMITED!

BFGoodrich®

LONG TRAIL T/A
$79.99
31X10.50R15
P235/70R16...$89.99

ALL-TERRAIN T/A KO
$82.99
27X8.50R14
CALL FOR MORE SIZES!

OPEN TRAIL T/A
$92.99
P245/70R16

YOKOHAMA
AVID H4/V4
$58.99
P185/65R14

P195/60R15.....$63.99
P205/65R15.....$69.99
P205/60R16.....$72.99
P215/60R16.....$75.99
P225/60R16.....$89.99
P205/40R17.....$96.99

BFGoodrich
CONTROL T/A
AS LOW AS
$49.99
P175/70R13

P185/70R13.....$52.99
P185/70R14.....$47.99
P195/70R14.....$52.99
P205/65R15.....$59.99
P205/70R15.....$61.99
P215/65R15.....$59.99
P215/70R15.....$63.99

SPECIAL BUY!

GOODYEAR
WRANGLER
$99.99
P235/75R15
CALL FOR MORE SIZES!
TREAD MAY VARY.

SPECIAL BUY!

GENERAL
GRABBER AW
$74.99
P265/70R16
PERFECT FOR YOUR EXPEDITION, EXPLORER, 4-RUNNER, PATHFINDER OR YUKON!
TREAD MAY VARY.

SPECIAL BUY!

SEPTEMBER4/4 OVERSIZED PENNY SAVER INSERT - LA/IE/SB FRONT

BIG O 01769

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More Choices. Lowest Prices. The VALLEY'S CHOICE

BIG O TIRES 1962-2002

BIG O TIRES

BRIDGESTONE BFGoodrich DUNLOP GOODYEAR MICHELIN PIRELLI

FRESNO
4102 W. Shaw
(559) 275-4711

MADERA
2245 W. Cleveland Ave.
(559) 673-3530

Lowest Name Brand Prices! We Will Meet Any Deal!

or we refund 100% of the difference on the brands we sell! Just show us the identical tire advertised for less within 30 days of your purchase. Current local ad required. Excludes clearances, closeouts and catalogs.

PASSENGER CAR TIRES

PASSENGER ECONOMY

165R13	$12.98	205/75R14	$21.98
175/70R13	$27.98	205/70R14	$24.98
185/70R13	$27.98	205/75R15	$20.98
175/65R14	$32.98	215/75R15	$24.98
185/65R14	$30.98	225/75R15	$25.98
185/75R14	$20.98	195/65R15	$36.98
185/70R14	$27.98	205/65R15	$32.98
195/75R14	$20.98	205/70R15	$32.98
195/70R14	$27.98		

Non Big O brand. Tread design may vary.

PERFORMANCE & IMPORTS

PERFORMANCE ECONOMY

185/60HR14	$42.98	205/55VR16	$89.98
195/60HR14	$43.98	225/50VR16	$90.98
205/60HR14	$56.98	225/55VR16	$79.98
195/65HR14	$36.98	245/50ZR16	$109.98
185/65HR15	$52.98	205/40ZR17	$109.98
195/50VR15	$64.98	215/45ZR17	$115.98
195/60HR15	$43.98	225/45ZR17	$125.98
195/65HR15	$36.98	235/40ZR17	$113.98
205/55HR15	$70.98	235/45ZR17	$124.98
205/60HR15	$46.98	245/45ZR17	$126.98
205/65HR15	$36.98	255/40ZR17	$125.98
215/60HR15	$59.98	275/40ZR17	$138.98
215/65HR15	$36.98	235/40ZR18	$154.98
225/60HR15	$65.98	245/40ZR18	$160.98
225/60HR16	$73.98		

Non Big O brand. Tread design may vary.

TRUCK ECONOMY

ECONOMY TRUCK TIRES

P215/75R15	$49.98	LT235/75R15	$79.98
P225/75R15	$54.98	LT215/85R16	$78.98
P235/75R15	$59.98	LT225/75R16	$78.98
P235/70R15	$68.98	LT235/85R16	$82.98
P225/70R16	$78.98	LT245/75R16	$88.98
P235/70R16	$92.98	LT265/75R16	$84.98
P245/75R16	$83.98	LT285/75R16	$96.98
P245/70R16	$89.98	30x9.50R15	$67.98
P255/70R16	$72.98	31x10.50R15	$79.98
P265/75R16	$79.98	33x12.50R15	$110.98
P265/70R17	$78.98	35x12.50R15	$132.98

Non Big O brand. Tread design may vary. Add FET on some sizes

MICHELIN
BECAUSE SO MUCH IS RIDING ON YOUR TIRES®

LOWEST TIRE PRICES!

PILOT XGT

185/60HR14	$82.98	225/60HR15	$101.98
195/60HR14	$88.98	205/55HR16	$103.98
195/60HR15	$93.98	215/60HR16	$141.98
205/60HR15	$88.98	225/50HR16	$127.98
205/65HR15	$90.98	225/55HR16	$113.98
215/60HR15	$94.98	225/60HR16	$122.98
215/65HR15	$87.98		

Tread design may vary.

DUNLOP

LOWEST TIRE PRICES!

RADIAL ROVER AT

P215/75R15	$72.98	P215/70R16	$92.98
P225/75R15	$74.98	P225/70R16	$94.98
P225/70R15	$89.98	P235/70R16	$98.98
P235/70R15	$78.98	P245/75R16	$98.98
P235/75R15	$95.98	P245/70R16	$98.98
P245/70R15	$95.98	P255/70R16	$107.98
P255/70R15	$89.98	P265/75R16	$109.98
P265/75R15	$107.98	P265/70R16	$112.98
P265/70R15	$107.98	P275/70R16	$112.98

Add FET on some sizes

DUNLOP

LOWEST TIRE PRICES!

SP SPORT A2

185/60HR14	$62.98	215/60HR15	$79.98
195/60HR14	$69.98	215/65HR15	$82.98
205/60HR14	$77.98	225/60HR15	$79.98
195/60HR15	$72.98	205/55HR16	$93.98
195/65HR15	$72.98	215/60HR16	$102.98
205/60HR15	$69.98	225/50HR16	$112.98
205/65HR15	$72.98	225/60HR16	$98.98

Tread design may vary.

BFGoodrich

LOWEST TIRE PRICES!

ALL-TERRAIN k/o

27x8.50R14	$75.98	LT265/70R17	$181.98
LT235/75R15	$89.98	30x9.50R15	$106.98
LT225/75R16	$139.98	31x10.50R15	$99.98
LT235/85R16	$129.98	32x11.50R15	$122.98
LT245/75R16	$146.98	33x12.50R15	$123.98
LT255/70R16	$169.98	35x12.50R15	$146.98
LT265/75R16	$146.98	33x12.50R16.5	$154.98
LT265/70R16	$169.98	35x12.50R16.5	$176.98
LT285/75R16	$158.98		

Tread design may vary. Add FET on some sizes

PIRELLI

LOWEST TIRE PRICES!

P400

175/70R13	$59.98	205/75R14	$62.98
185/70R13	$61.98	195/65R15	$69.98
175/65R14	$59.98	P205/65R15	$72.98
185/65R14	$72.98	P205/70R15	$72.98
185/70R14	$68.98	P215/65R15	$72.98
195/70R14	$68.98	P215/70R15	$72.98
195/75R14	$59.98	P215/75R15	$72.98
205/70R14	$68.98		

Tread design may vary.

TIRE AND WHEEL PACKAGES!

20" Inch For Trucks
$2399 For (4)
Chrome Piranha or Vanguard 20x8.5 with 275/45R20
Goodyear Eagle GT II
Installation & Accessories Extra

17" Inch For Cars
$699 For (4)
Estrella 17x7.5
P205/40R17
Installation & Accessories Extra

16" Inch For Trucks
$699 For (4)
Baja 16x8
P265/75R16
Installation & Accessories Extra

15" Inch For Trucks
$299
15 x 7 Chrome Mod (Steel)
235/75R15
Installation & Accessories Extra

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BIG O TIRES®
AND SERVICE CENTERS

The Team You Trust

$40.00 INSTANT REBATE

BIG O TIRES AND SERVICE CENTERS
Passenger Tires
As Low As **$24.99** 155/R12
Plus installation. See store for details.

BIG O TIRES AND SERVICE CENTERS
Performance Tires
As Low As **$39.99** 185/60R14
Plus installation. See store for details.

BIG O TIRES AND SERVICE CENTERS
Light Truck Tires
As Low As **$68.99** 235/75R15
Plus installation. See store for details.

BIG O TIRES AND SERVICE CENTERS
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MAIL-IN REBATE $25 mail-in rebate on any purchase of $250 or more on the CarCareONE™ credit card.[1] OR $50 mail-in rebate on any purchase of $500 or more on the CarCareONE™ credit card.[1]
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1 of 2

SEATTLE

BIG O TIRES® AND SERVICE CENTER

FALL TIRE SALE

ThreeNew Locations!
Kirkland, Bellevue & Renton
(Formerly Tires Plus)

$9.99 Lube, Oil And Filter Service
Service Includes: Up to 5 quarts 10W30 Shell oil, new filter and chassis lube. A $35.00 value.
Most cars and light trucks. With coupon. Waste disposal fee extra. Valid at participating locations. Customer requested brands extra. Expires 10/05/92.

FREE SAMSONITE CARRY-ON SUITCASE & MICHELIN ROAD ATLAS
Over $120 Value!
with purchase of any set of four Michelin Passenger or Light Truck tires.
MICHELIN
Many other items from $25.00 - $100.00.

GUARANTEED LOW PRICES!
At Big O Tires, we guarantee you the lowest price on any tire we have in stock.
Cooper TIRES
MICHELIN
GOODYEAR BFGoodrich
YOKOHAMA TIRES PIRELLI

FREE Alignment Check w/purchase
MICHELIN
Rainforce MX4
12 Months O% Financing!
available o.a.c. thru participating stores for details. $600 min. purchase.
As low as **$45.00**
GUARANTEED LOW PRICES!
See us for your size and price.

FREE Alignment Check w/purchase
MICHELIN
Pilot XGTH4
12 Months O% Financing!
available o.a.c. thru participating stores for details. $600 min. purchase.
$84.99

P205/65HR15	89.99
P215/65HR15	92.99
P195/60HR15	88.99
P205/60HR15	89.99
P215/55HR15	93.99
P225/60HR15	98.99
P185/65HR15	
P215/60HR16	100.99
P225/60HR16	104.99

Call for your size and price quote.

FREE Alignment Check w/purchase
BFGoodrich
Control T/A
12 Months O% Financing!
available o.a.c. thru participating stores for details. $600 min. purchase.
As low as **$51.00**
GUARANTEED LOW PRICES!
See us for your size and price.

FREE Alignment Check w/purchase
BFGoodrich
All-Terrain T/A
12 Months O% Financing!
available o.a.c. thru participating stores for details. $600 min. purchase.
As low as **$79.99**
GUARANTEED LOW PRICES!
See us for your size and price.

FREE Alignment Check w/purchase
PIRELLI
P5000
12 Months O% Financing!
available o.a.c. thru participating stores for details. $600 min. purchase.
As low as **$40.00**
GUARANTEED LOW PRICES!
See us for your size and price.

ALL SEASON RADIALS

4 for $59 — $14.75 ea.
155R12
P155/80R13 P165/80R13
40,000 MILE WARRANTY!

4 for $89 — $22.25 ea.
P175/80R13 P185/80R13
P175/70R13 P185/70R13
P185/75R14 P195/75R14
40,000 MILE WARRANTY!

4 for $99 — $24.75 ea.
P185/70R14 P195/70R14
P205/75R15 P215/75R15
P225/75R15 P235/75R15
40,000 MILE WARRANTY!

4 for $139 — $34.75 ea.
P175/65R14 P185/65R14
P195/65R15 P205/65R15
P205/70R15 P215/70R15
40,000 MILE WARRANTY!

See participating locations for warranty details. New Big O brand. Prices valid at participating locations. Stock may vary. Tread may vary. Plus installation. No dealers please.

FREE Alignment Check w/purchase
SUV & Light Truck Radials
$44.00 P225/75R15

LT235/75R15/C	56.00
30x9.50R15/C	52.00
31x10.50R15/C	59.00
LT225/75R16/D	59.00
LT265/75R16/C	65.00
LT245/75R16/E	68.00
LT215/85R16/D	61.00
LT235/85R16/E	63.00

40,000 MILE WARRANTY

FREE Alignment Check w/purchase
Performance Radials
$29.00 P185/60R14

P195/60R14	32.00
P205/65R15	34.00
P185/60R15	34.00
P205/60R15	37.00
P215/60R15	45.00
P225/60R15	48.00
P225/60R16	48.00
P205/55R16	54.00

40,000 MILE WARRANTY

VER

BIG O 01764

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT Bennett 9E
6508

BIG O TIRES® AND SERVICE CENTER

16 Puget Sound Locations, Including 3 New Stores:

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14" 185/70R14 FWD **Estrella** **$400** + Installation kit

15" 205/60R15 FWD **Montegi MR7** **$600** + Installation kit

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18" P285/60R18 RWD **Z-5 Chrome** **$1500** + Installation kit

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Includes Labor

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Most vehicles. Check plugs, belts, hoses, timing, all parts additional. With coupon. See Participating stores for details. Not available at Issaquah location. Expires 10/05/02.

BIG O TIRES — Scheduled Factory Maintenance

30K, 60K, 90K

As Low As $199.99 4 cylinder

Price includes spark plug change, oil and filter change service, vehicle lubrication, check and fill fluids as needed, brake system check (if needed), check plug wires, hoses, belts. Includes tire rotation. $270 value. Most vehicles. 6 cyl, 8 cyl., higher. Other parts additional, if needed. Offer valid at participating locations. Expires 10/05/02

BIG O TIRES — Radiator and Engine Flush and Fill Service

$49.95

Proper engine and radiator cooling system service is essential to help prevent corrosion and costly engine freeze-ups.

Most cars and light trucks. Includes up to 1 gallon of antifreeze. Additional chemicals extra. Valid at participating stores only. See store for complete details. Expires 10/05/02.

BIG O TIRES — Top Quality Brake Service

$69.95

Includes pads, resurface rotors, and test drive.

Most cars and light trucks. Semi-metallic pads extra. See store for complete details. Expires 10/05/02.

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BIG O TIRES — Automatic Transmission Tune-up

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P195/60R15	$34.00
P205/60R15	$37.00
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20" 20"+ wheels in stock or available at most dealers

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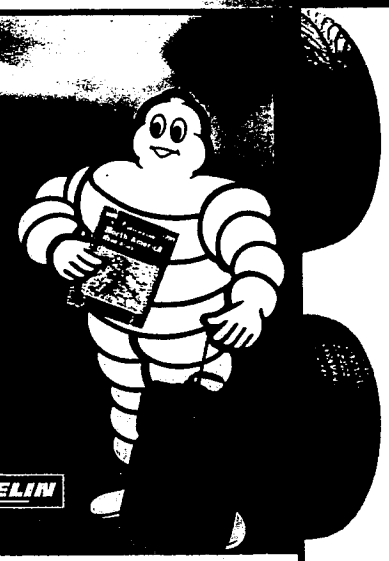

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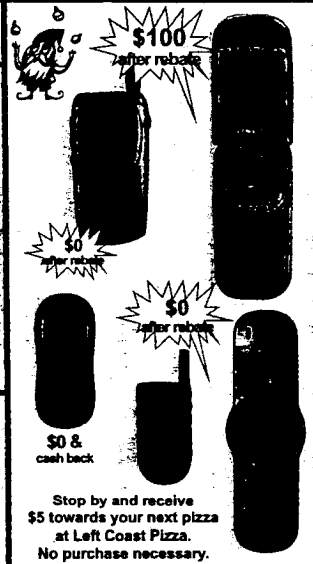

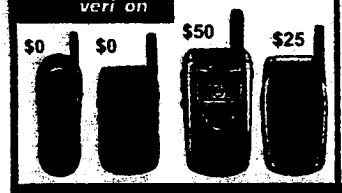

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185/70R13	$28.98	215/75R15	$33.98
175/65R14	$39.98	225/75R15	$34.98
185/75R14	$28.98	195/65R15	$44.98
185/70R14	$29.98	205/65R15	$44.98
185/65R14	$40.98	205/70R15	$44.98
195/75R14	$28.98	225/60R16	$64.98

Non Big O Brand.

Performance Tires

Economy

$40.98 185/60HR14

195/60HR14	$40.98	205/55HR16	$88.98
205/60HR14	$57.98	225/50HR16	$88.98
195/65HR14	$36.98	225/55HR16	$78.98
185/65HR15	$44.98	205/40HR17	$83.98
195/50HR15	$88.98	225/45HR17	$104.98
195/60HR15	$43.98	235/40HR17	$88.98
195/65HR15	$42.98	235/45HR17	$102.98
205/60HR15	$44.98	245/45HR17	$86.98
205/65HR15	$42.98	255/40HR17	$82.98
215/60HR15	$58.98	225/40HR18	$128.98
215/65HR15	$41.98	235/40HR18	$138.98
225/60HR15	$65.98	245/40HR18	$134.98
225/60HR16	$54.98		

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P225/75R15	$69.98	LT215/85R16	$79.98
P235/75R15	$63.98	LT225/75R16	$79.98
P235/70R15	$79.98	LT235/85R16	$79.98
P225/70R16	$87.98	LT245/75R16	$89.98
P235/70R16	$75.98	LT265/75R16	$89.98
P245/75R16	$79.98	LT285/75R16	$109.98
P245/70R16	$87.98	30x9.50R15	$72.98
P255/70R16	$87.98	31x10.50R15	$74.98
P265/75R16	$87.98	33x12.50R15	$119.98
P265/70R17	$109.98	35x12.50R15	$139.98
LT235/75R15	$82.98		

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185/70R13	$59.99	195/65R15	$68.99
175/65R14	$64.99	205/65R15	$72.99
185/65R14	$64.99	205/70R15	$72.99
185/70R14	$53.99	215/65R15	$72.99
195/65R14	$60.99	215/70R15	$72.99
195/70R14	$63.99	225/70R15	$82.99
205/70R14	$69.99		

DUNLOP SP SPORT A2

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195/60HR14	$82.98	205/55HR16	$91.98
205/60HR14	$77.98	215/60HR16	$102.98
195/60HR15	$63.98	225/50HR16	$112.98
195/65HR15	$72.98	225/60HR16	$99.98
205/60HR15	$69.98	235/55HR16	$91.98
205/65HR15	$72.98	215/60HR16	$102.98
215/60HR15	$79.98	225/50HR16	$112.98
215/65HR15	$82.98	225/60HR16	$99.98
225/60HR15	$79.98		

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LT235/75R15	$88.98	LT265/70R17	$158.98
LT225/75R16	$139.98	30x9.50R15	$114.98
LT235/85R16	$129.98	31x10.50R15	$119.98
LT245/75R16	$146.98	32x11.50R15	$123.98
LT255/70R16	$189.98	33x12.50R15	$139.98
LT265/75R16	$144.98	35x12.50R15	$144.98
LT265/70R16	$189.98	33x12.50R16.5	$156.98
LT285/75R16	$159.98	35x12.50R16.5	$173.98

Add FET on some sizes.

BFGoodrich RADIAL TA

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215/65R15	$72.98	215/60R15	$88.98
225/70R15	$88.98	225/60R15	$79.98
235/70R15	$71.98	235/60R15	$88.98
255/70R15	$75.98	245/60R15	$88.98
215/60R14	$88.98	255/60R15	$88.98
225/60R14	$88.98	295/50R15	$167.98
235/60R14	$67.98		

MICHELIN PILOT XGT H4

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195/60HR14	$80.98	225/60HR15	$104.98
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205/60HR15	$102.98	215/60HR16	$119.98
205/65HR15	$82.98	225/50HR16	$139.98
215/60HR15	$106.98	225/55HR16	$126.98
215/65HR15	$85.98	225/60HR16	$116.98

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P235/70R15	$85.98	P235/70R16	$88.98
P235/75R15	$85.98	P245/75R16	$88.98
P245/70R15	$85.98	P245/70R16	$108.98
P255/70R15	$84.98	P255/70R16	$107.98
P265/75R15	$83.98	P265/75R16	$112.98
P265/70R15	$84.98	P265/70R16	$112.98
P215/70R16	$88.98	P275/70R16	$112.98

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Thrashers finally end losing ways

Atlanta knocks off Florida and it ends up breaking a 19-game winless streak

ASSOCIATED PRESS

SUNRISE, Fla. — The Atlanta Thrashers didn't want to enter a four-day break with a winless streak hanging over their heads.

Frantisek Kaberle and Tony Hrkac each scored third-period goals as the Atlanta Thrashers snapped a 19-game winless streak by beating the Florida Panthers 3-1 Saturday night.

The Thrashers, who started the season 0-8-1-1, won for the first time since March 23 of last season against Ottawa. Their next game is Thursday at Chicago.

"You can't believe the pressure that was on these guys in the locker room," Atlanta coach Curt Fraser said. "They wanted to win. Our guys wanted to get out of this."

Atlanta's Pasi Nurminen made 21 saves for his first win in three starts (1-1-1).

"You always feel good when you play well and your team wins," Nurminen said. "Anytime you only face 22 shots, that's not much. You can win with that. Hopefully, this will get us going."

Atlanta took a 2-1 lead 43 seconds into the third period. Kristian Huselius tried to clear the puck from in front of the crease but bumped Valeri Bure into Florida goalie Roberto Luongo. With Luongo out of position, Tony Hrkac slid the puck in from the right side.

The win could take some pressure off Fraser, who's been under fire for the team's poor play.

"Our guys have seen how they need to play and what they need to do to be successful," Fraser said. "I believe now they will really start believing in each other."

Canucks 4, Wild 2

ST. PAUL, Minn. — Todd Bertuzzi had a goal and two assists in Vancouver's victory over Minnesota.

Bertuzzi scored the first of three goals in a 1:08 span of the first period as the Canucks handed the Wild just their second loss in 12 games (8-2-2) this season.

Penguins 5, Lightning 3

PITTSBURGH — Mario Lemieux scored one goal and set up three others, and Kent Manderville broke a tie with 2:30 to play as Pittsburgh beat Tampa Bay.

Tampa Bay's Martin St. Louis scored goals 7:57 apart in the third period to tie it with 4 minutes left. But Manderville scored his first goal of the season 30 seconds later, and Lemieux added an empty-net goal to stretch his scoring streak to 10 games.

Canadiens 5, Maple Leafs 2

TORONTO — Oleg Petrov and Richard Zednik each scored twice to lead Montreal to its first victory at the Air Canada Center.

Jeff Hackett made 28 saves for the Canadiens, who last won in Toronto on Dec. 28, 1992, the final game between the Original Six rivals at Maple Leaf Gardens.

Blues 6, Islanders 1

UNIONDALE, N.Y. — Scott Mellanby and Cory Stillman each had a goal and an assist as St. Louis won its seventh straight game, spoiling the return of Islanders captain Michael Peca.

Fred Brathwaite made 19 saves, and Dallas Drake, Marlin Rucinsky, rookie Eric Boguniecki and Bryce Salvador also scored for St. Louis, which got three assists from Pavol Demitra.

Bruins 3, Rangers 2

BOSTON — Brian Rafalski scored on a deflected shot with 38.8 seconds left as Boston rallied from a two-goal deficit.

Senators 5, Red Wings 2

OTTAWA — Magnus Arvedson, Brad Smyth, Shaun Van Allen and Todd White scored their first goals of the season for Ottawa.

Pete Schaefery added his fourth of the season, and Patrick Lalime made 20 saves as Ottawa ended a four-game winless streak.

Flyers 2, Capitals 1

PHILADELPHIA — Dennis Seidenberg and Keith Primeau scored goals in Philadelphia's fifth straight victory.

Devils 5, Blackhawks 1

EAST RUTHERFORD, N.J. — Jamie Langenbrunner got New Jersey going with a goal 10 seconds into the game and added another score in the first period, helping the Devils beat Chicago.

Avalanche 4, Flames 4

CALGARY, Alberta — Martin Gelinas scored twice, including the tying goal, as Calgary tied Colorado.

Kings 5, Predators 5 (OT)

LOS ANGELES — Jaroslav Modry scored his second goal of the game on a power play with 3:15 left in overtime to give Los Angeles a victory over Nashville.

NHL ROUNDUP

JONATHAN HAYWARD — Staff

RED WINGS' Maxim Kuznetsov (left) and Jessi Wallin fight for control of the puck with Senators' Marian Hossa during first period action at the Corel Centre in Ottawa Saturday.

SHARKS AT DUCKS

WHERE: Arrowhead Pond of Anaheim
TIME: 5 p.m.
TV/RADIO: FSN/98.5 FM
SHARKS NOTES: Despite a three-game winless streak, the Sharks (5-6-0-1) can finish their six game road trip with a winning record with a victory in Anaheim. The Sharks are 8-1-0 against the Ducks since trading Steve Shields, Jeff Friesen and a third-round pick (or RW Teemu) Selanne trade on March 5, 2001. The Sharks have won four straight games at the Pond. Selanne has 19 points in 17 career games against his former club. He recorded a hat trick on March 29, 2001, in his first game against Anaheim after being traded to the Sharks.

DUCKS NOTES: LW Paul Kariya has 46 points in 39 games against the Sharks, and he is coming off a three goal, one assist effort in which the Ducks (3-4-0-3) ended Boston's eight-game unbeaten streak, 4-1. Luckily for the Sharks, newly acquired C Adam Oates is out after breaking his hand against Vancouver on Oct. 24. The 18-year veteran spent most of his career in the Eastern Conference and has 35 points in 20 games against San Jose.

—Ken Sillmen

BOOK REVIEW

Study of NBA's black pioneers

■ Ron Thomas' book must-reading for many

By Dave Newhouse
STAFF WRITER

Pioneers in sports have a fleeting impact, really.

How many athletes today know that Abner Doubleday was credited with inventing baseball? Or that Dr. James Naismith with basketball?

And there are young African Americans in baseball who haven't heard of Jackie Robinson. A sense of history is what current athletes are most lacking.

Therefore the NBA should make Ron Thomas' marvelous book "They Cleared The Lane: The NBA's Black Pioneers" required reading for its players.

Thomas, a longtime Bay Area sportswriter now working at the San Francisco Examiner, spent 16 years researching and writing this book, starting with his days covering the NBA. He doggedly pursued this project through 36 publishing rejections before University of Nebraska Press gave it life.

Thomas traveled the country to interview the NBA's black pioneers, including Harold Lloyd, the first black to play in an NBA game, and Harold Hunter, the first to sign an NBA contract.

Chuck Cooper, the NBA's first drafted black player in 1950, died before Thomas had a chance to speak with him. But the author did interview Berkeley native Don Barksdale, the first black to play in an NBA All-Star Game, before Barksdale's death.

One interesting segment deals with the Harlem Globetrotters and their relationship with the NBA. The league began in 1946 as the Basketball Association of America, struggled mightily in its infancy, and profited mostly when the Globetrotters were part of NBA doubleheaders.

The frosty then was the Globetrotters kept NBA alive, yet blacks weren't permitted to play for NBA teams. Still, the Trotters would take on the NBA champion, usually the Minneapolis Lakers, and beat them more often than not playing straight basketball.

Thus Trotters owner Abe Saperstein, a good Samaritan to the NBA, was incensed when one of his best players, Nat "Sweetwater" Clifton, signed with the New York Knicks. Saperstein vowed revenge against the NBA, but eventually things smoothed out, and the two entities learned to co-exist.

Al Attles of the Golden State Warriors also was interviewed by Thomas along with Red Auerbach, who drafted Cooper for the Boston Celtics. It's a great, educational and a must read for NBA players, who are 80 percent black, or those who enjoy interesting pioneer stories.

NYC chosen as sentimental favorite

▶ STEWARD, from Sports 1

there won't be a wait 'til next year. San Francisco doesn't automatically get back in line for 2016, because New York still might be the USOC's reload choice if it is rejected for 2012. In short, instead of a one-decade wait, it could be 20 or 30 years before the Bay Area is even in this position again to possibly host an Olympics.

"I still feel like it's a matter of when, not if," said Ted Murphy, a two-time Olympic rower from San Francisco. "But it's still a tremendous shock. Your heart drops. So much work went into this."

Murphy and Hines were among several past and present Olympians who gathered along with about 400 organizers and onlookers inside the San Francisco City Hall rotunda Saturday to watch a live closed-circuit feed of the official USOC announcement in Colorado Springs, Colo.

Anticipation and optimism were high among local dignitaries that San Francisco would be the choice. Although a close vote was expected between the two high-powered bids, the Bay Area Sports Organizing Committee felt it had convinced USOC voters it had several things going for it over New York — better weather, built-in venues, security and logistics advantages, a more conservative but realistic economic package, and a bid to at least 20 years away because of the economic and telecommunication disadvantages on those continents. From there, then, it becomes a logical pecking-order process: Europe has the Summer Games in 2004 (Athens) and Asia has them in 2008 (Beijing). That would make North America most logical for 2012, even if the 2010 Winter Games are awarded to Vancouver.

It will be tough for Bay Areans to understand just what they lost Saturday. Economic impact to the region was forecast to be around $7.5 billion, but most will just shrug at such estimates. Win or lose, a bid 10 years down the road that won't be officially determined for three more years ... bottom line, it's simply too tough to get very emotional about it.

But there have been many people who've been working on San Francisco's bid for the better part of the past decade, and they were devastated Saturday. They deserved a better fate for all their hard work and planning.

And no question, it should be a blow to regional pride. The Bay Area surely seems like an ideal Olympics location. But New York? C'mon, hardly sounds right. Honestly now, where can you stage a rowing competition in Manhattan?

But most observers feel such

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Colfax-GS: Lowry leads Falcons' JV to win

Continued from page D1

gator arms.

The way the Falcons' senior-led defense was playing all night, a Colfax victory seemed inevitable. The unit didn't allow a non-penalty first down until late in the second quarter.

"Our defense is nails," Martello said. "We have a young coaching staff that has a lot of energy, and the kids absorb that energy and get fueled by it."

The Grizzlies scored on Dustin Holben's 63-yard interception return for a touchdown near the end of the first quarter. They followed that up with a fake-PAT conversion pass from holder Mike Sokol's pass to Devyn Teurman, cutting Colfax's lead to 14-8.

After Rafter's recovery of McCoy's fumble, Tatascore's 16-yard bullet pass to well-covered, 6-foot-5 tight end Kevin Matthews made it a 21-15 game.

But Tatascore and Co. didn't get the ball back until Colfax had added 14 more points. Early in the third quarter, the Grizzlies faced a quick fourth down deep in their own territory.

Matthews' punt was blocked by a host of Colfax defenders including Covich. The linebacker recovered it in the end zone and tacked on the PAT for a 42-15 lead.

Matthews got off his next punt, which Hamm returned for an apparent touchdown. It was nullified by a holding penalty. But the speedy junior would get another chance.

After Matthews recovered a Colfax fumble, he was soon punting from his own 30. Hamm took it and raced up the left sideline, getting a few good blocks but mostly using his speed to outrun the not-that slow Grizzlies.

Hamm admitted he wasn't this fast last year as a JV running back, but said intense conditioning, plyometrics and a season of varsity track and field got him ready for speed of the varsity level.

Tatascore hopes his team gets a win against Mesa Verde at San Juan on Thursday night.

"Colfax and Golden Sierra have always played each other hard," he said. "If we had a running game, they would have had to respect our passing game more."

Colfax's JV rolled 32-6. Chas Lowry rushed for 148 yards on 13 carries, including TD runs of 45 and 28 yards. Garrett Mayo was 6-of-11 passing for 110 yards, with a 17-yard TD pass to Chris Ballenger. Eric Snyder ran 35 yards and Grant Fowler seven yards for other scores. Brandon Piselli had six solo tackles. James Shelton five on defense.

BR: Running game eats up last 11 minutes

Continued from page D1

JEFF MCPHEE/GOLD COUNTRY NEWS SERVICE

Woodcreek quarterback Brandon Smith, right, was held to 14-of-31 passing by Bear River.

Brandon Smith completing 14 of 31 passes for 118 yards. But Smith could only get the Timberwolves in the end zone once.

"They are a big, physical team with speed, so they scared us," said Bear River coach Scott Savoie, who took over this year from long-time coach Terry Logue.

Woodcreek's only score came on an 83-yard drive in 12 plays, with Smith completing five passes. The touchdown came on a 10-yard pass to Brad Allen, cutting the lead to 14-7 with 11.20 left in the game.

But Bear River would own the ball for much of the final 11 minutes in sealing the victory. They used the running of Cody Yeager (109 yards, 18 carries) and Jeff Duran, who got the tough yards and finished with 51 on 12 carries. Yeager also had a 100-yard game last week.

The accurate passing of Josh Rumsey was also a key. The junior completed 10 of 16 for 113 yards in helping the Bruins move to 2-0 this season. Lanky 6-foot-5 wideout Bryan Hart was his favorite target, catching six passes for 90 yards as the Bruins outgained Woodcreek 254 to 179 in total offense.

"I thought we got a little conservative in (a scoreless) second half," Savoie said. "Give their defense some credit, we couldn't move the ball when it counted."

But clinging to a touchdown lead with 4:54 left, the Bruins ran off 12 plays and ate up most of the clock, not giving up the ball on downs until there were just 15.6 seconds left. Woodcreek got close to midfield, but a final desperation pass was knocked down and the win preserved.

"We were pleased with our defense again, but we still need to cut down on mistakes and move the ball better on offense," Mazzuca said.

Mistakes proved costly again for the Timberwolves, who had also had special teams to blame in a season-opening loss at Colfax. Poor punt-team execution led to both Bear River touchdowns in the opening half.

"The punch happened at the beginning for Bear River," Mazzuca said. "Bear River has always been very good at delivering a punch when they need it."

Following a bobbled snap on a punt, the Bruins got the ball at the Woodcreek 4. Two plays later, Dusty Tabellija went over for the two-yard score, giving the Bruins a 7-0 lead midway through the first quarter.

"That was big, we knew we needed to jump on them early," Rumsey said.

A short punt set up the second Bear River score. The Bruins went from midfield to the Woodcreek 2. Gambling on four down, fullback Duran powered off the left side for a one-yard score as the Bruins went ahead 14-0 with 3:33 left.

A sputtering offense finally got going late in the half for Woodcreek. Smith completed five of eight passes, getting the Timberwolves to the Bruin 4. But his second-down pass was intercepted by Wil Thomas in the end zone with 21 seconds left.

Bear River's JV won 17-14. Anthony Welz kicked an 18-yard field goal with six seconds left to lift the Bruins (1-1), who had been shut out by Center in their season opener.

Sierra: Sheppard, Condensa starring in golf

Continued from page D1

The Wolverines' defense bent, allowing 235 yards through the air on 25-of-35 passing and another 124 yards to the Eagles' top rusher, but didn't break after their team trailed 14-9 at halftime.

Sierra visits Gavilan for a 7 p.m. game Saturday in Gilroy.

Mt. SAC Women's Golf 304, Sierra 360 at Roseville — Despite shooting their second-best round of the season, the Lady Wolverines were no match for a veteran Mt. San Antonio College squad that carded a 74, 75, 77, 78 and thrown-out 79 at Sun City on Friday.

Scoring for Sierra were Oakmont product Courtney Randall (80), Placer High grad Cirbie Sheppard (83), Del Oro product Amy Condensa (94) and Kristin Partridge (103).

On Thursday, the Lady Wolverines notched a season-best score in a 356-420 rout of American River at Sun City.

Randall (80), Sheppard (87), Condensa (88) and Michelle Bizeau (101) scored for Sierra, which improved to 3-2 in Bay Valley Conference play and 3-3 overall.

Sierra competes in the CSU-Monterey Bay Tournament this Monday and Tuesday.

Del Oro: Defense forces Titans to opt for air

Continued from page D1

Burbank's rushers with 42 yards on 17 carries.

"I thought our inside guys, Gabe Chandler, Drew Yocum and Tom Callan, did a great job," Taylor said of his linebacking corps. "And our outside guys, Mike Sjolie and David Donnelly, forced Kalavi into things he didn't want to do."

"I really think our defense did a good job to confuse them. They wanted to run, but we forced them to throw."

Kalavi's targets were limited when he did have time to get off passes.

"They had a couple of good weapons, and we shut down their other options," Chandler said. "It was all about closing in and forcing him (Kalavi) to make plays. The one thing with the triple-option is that it either works real well or it doesn't work at all."

Mental mistakes and miscues on the Titans' part did not help their cause. Burbank amassed almost 200 yards in penalties, some being personal fouls. Even the Titans' coaching staff received a penalty.

Besides the infractions, it was the fact that the Titans' line play on both sides of the ball had trouble getting going.

"Our line play was horrible tonight," Burbank coach Steve Hammer said. "If our line doesn't do its job, the passing game and the running game are going to be bad."

This was evident to the trio who took advantage of Burbank's woes.

"You could tell that they weren't as well disciplined as us, and in the weight room and conditioning," Gonzalez said. "Our line did a great job. They never gave up."

Late in the fourth quarter, the Titans got their last score of the game when there was a blown coverage in the secondary, which allowed Kalavi to find Nate Her for a 25-yard TD pass.

"We played well, but I'm not happy with where we're at," Taylor said. "We've got to have a good week of practice. As my first win as a varsity coach, this will be one I'll never forget. But we need to get better when we (visit) Bear River next week."

In the second half, after a stalled Burbank drive, Gildone capped a drive from three yards and also ran in the conversion to make it 28-7. His touchdown was set up by a trick play where Quinn pitched the ball to T.J. Dowd, who in turn hooked up with Bryan Ryerson-Bisig for a 56-yard pass that got the Eagles deep into Burbank territory.

The Titans cut it to 28-14 late in the fourth quarter when Kalavi found Nate Her for a 25-yard TD pass. But Gildone's TD with 6:39 to go put the game out of reach.

Del Oro's JV won 32-12, improving to 1-1.

Placer: JV runs Rams into ground with rout

Continued from page D1

like last week (in a 29-14 loss to Ponderosa). We know we are a good team, but without a win, it doesn't matter as much."

With a large number of seniors playing both ways, the Hillmen had to battle temperatures exceeding 100 degrees along with Casa Roble's quick strike offense.

"I think this group needs to be pushed like that to find out how tough they are," Sabins said. "When a lot of guys are playing both ways, they really have to suck it up. They battled and battled and I am proud of our kids."

The Rams opened the scoring with a 48-yard slant to Swiryn with 4:52 left in the first quarter. Despite having only three first-half first downs, the Rams trailed only by two points, 16-14. A 38-yard run by Ronnie Sylvia set up another touchdown pass to Swiryn. Three of Swiryn's first four catches resulted in touchdowns and he finished the afternoon with six receptions for 111 yards.

Throughout the first half, Placer pounded the ball on the ground effectively, mostly by giving the ball to Gagnon. The senior had 97 yards before the intermission, scoring on blasts of one and three yards.

While Gagnon was slowed slightly in the second half, Rojas picked up the slack with 79 yards rushing after the break. Chris Lim also broke off a big run, sprinting 73 yards to the Rams' 2-yard line only to have the play nullified by a holding call. The Hillmen never got past the Casa Roble 30 after that, and their lead slipped away.

"The turnovers got us again," added Sabins, whose program lost its ninth straight game. "We are getting better, but we have to get out of that rut and tighten things up."

The loss also put a damper on a solid effort by junior quarterback Steve Knapp. Knapp connected with five different receivers and nine of his 12 completions resulted in Placer first downs. David Miles again led the Hillmen's receiving corps with four catches for 82 yards. Tight end Jake Geitz added three catches for 45 yards and Lim accounted for 41 yards and one touchdown on two catches.

Placer will look to remain balanced on offense this Friday night at home against Center, the team it beat for its only win in 2001, but will likely focus on defense during the week's practices to cut down on the big plays.

"We are improving every week, going back to summer practices," Sabins said, "and we'll get better."

Placer's JV squad improved to 2-0 with a 33-0 rout, recording five rushing touchdowns.

Chris Foreman scored twice in the first half before his twin, Mike Foreman and Scott Doke, and Danny Patterson added rushing touchdowns after the intermission.

The JV Hillmen controlled the line of scrimmage throughout the game and the defense punished the Rams with some hard hitting.

"This is a very talented ball club," Placer JV coach Steve Myers said. "This group is very gifted and we are excited."

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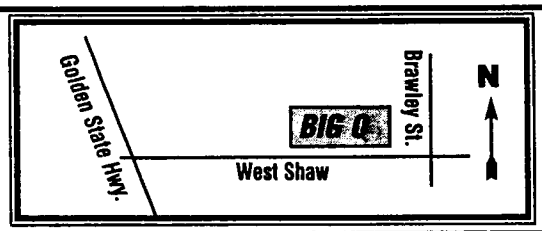
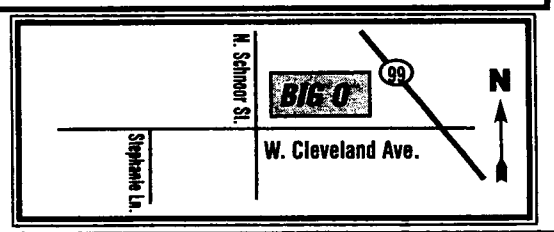




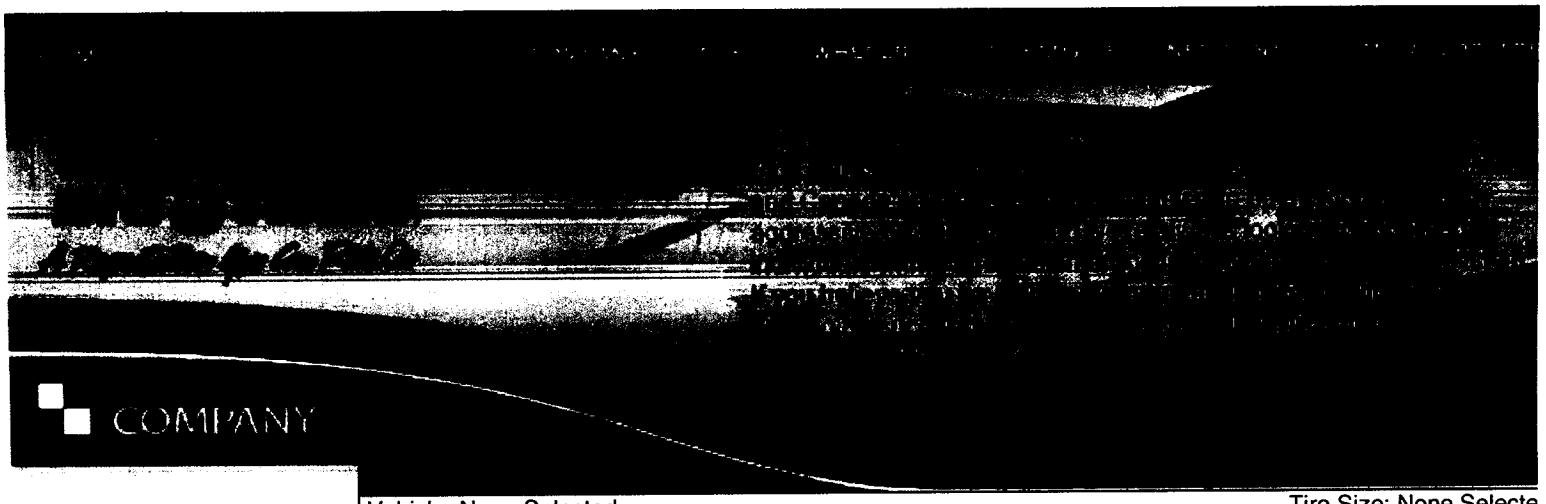
FRESNO 4102 W. Shaw • (559) 275-4711

MADERA 2245 W. Cleveland Ave. • (559) 673-3530

EXHIBIT
Bennett 9F
6-5-08

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

BIG O 01767



Vehicle: None Selected Tire Size: None Selecte

The Big O Tires Story

From humble beginnings, an industry leader is born:

Big O Tires grew out of a tire-buying cooperative, founded in 1962 to supply tires to independent tire dealers. They banded together to compete against tire manufacturers' company stores and big retail chains.

Americans fell in love with their cars in the 1950s. Sales of automobiles and auto-related products such as tires rose dramatically. Progressive independent tire dealers like the founding fathers of Big O Tires, saw the handwriting on the wall. They needed to grow and change to serve a new kind of market.

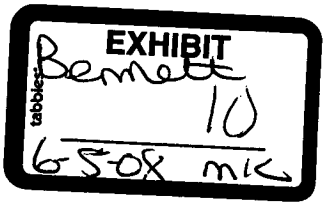
The tire-buying cooperative quickly evolved into the Big O Tires store franchise organization. It has grown to more than 540 stores in 21 states and Canada. The stores are independently owned and operated by members of the communities in which they are located.

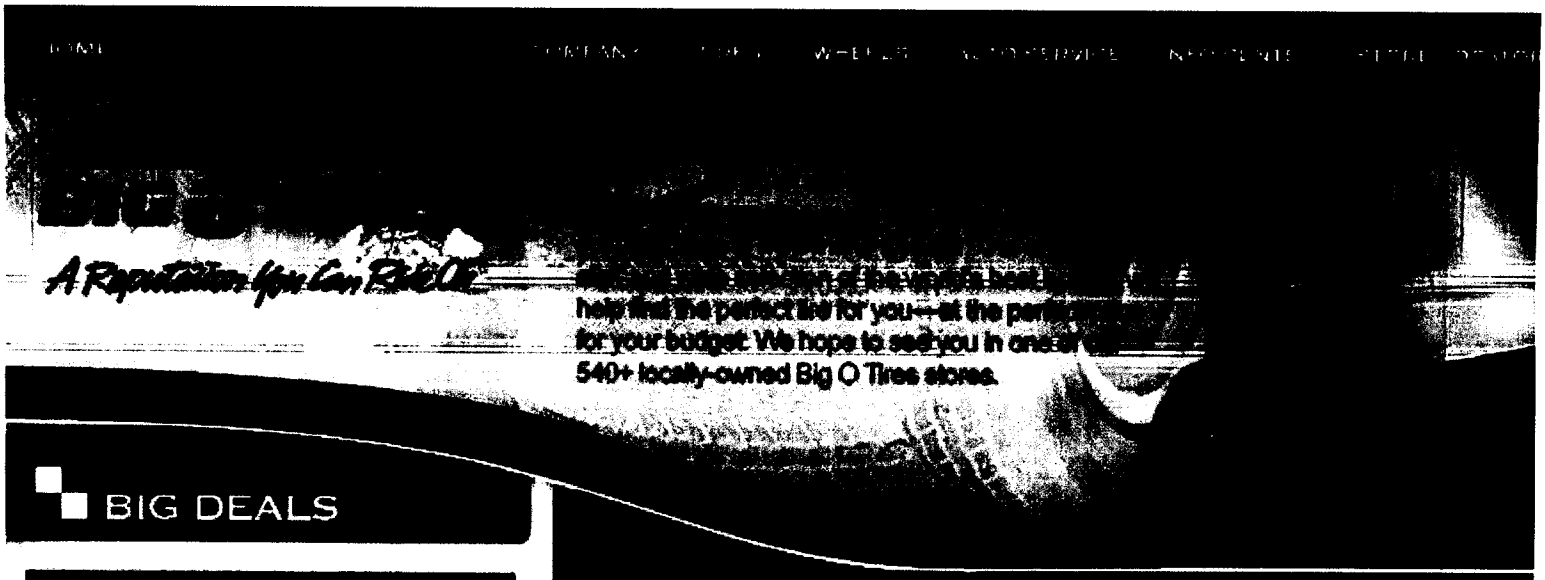
In July 1996, Big O Tires was bought by TBC Corporation, one of the largest sellers of tires in the world. TBC and Big O Tires continue to be focused on our customers and offering the best quality, name brand tires, wheels, accessories and automotive service we can give.

In September 2005, TBC Corporation was purchased by Sumitomo Corporation of America, which is the largest whollyowned subsidiary of Tokyo based Sumitomo, one of the world's leading traders of goods and services.

Big O Tires devotes itself every day, in every store, to earning the right to use our motto... Big O Tires - A Reputation You Can Ride On.

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791





BIG DEALS

Click Here to See All Promos

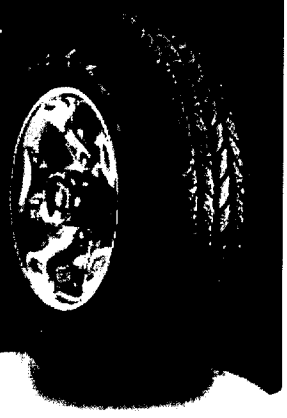
Click Here to See All Coupons

FINDING THE RIGHT TIRE IS AS EASY AS 1-2-3

To get the most current product info for your area, please enter your City & State or Zip Code. Next, click on the 'Select This Store' link of our most convenient location. From the store information page, click on the 'Shop For Tires' image on the left side of the page.

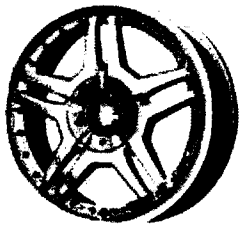
Search for tire information by your vehicle information or tire size.

At the end of your search, you'll be able to print out a Big O Tire Finder report that provides the options you selected, plus a map to help you find the nearest Big O Tires store.



GET STARTED ▶

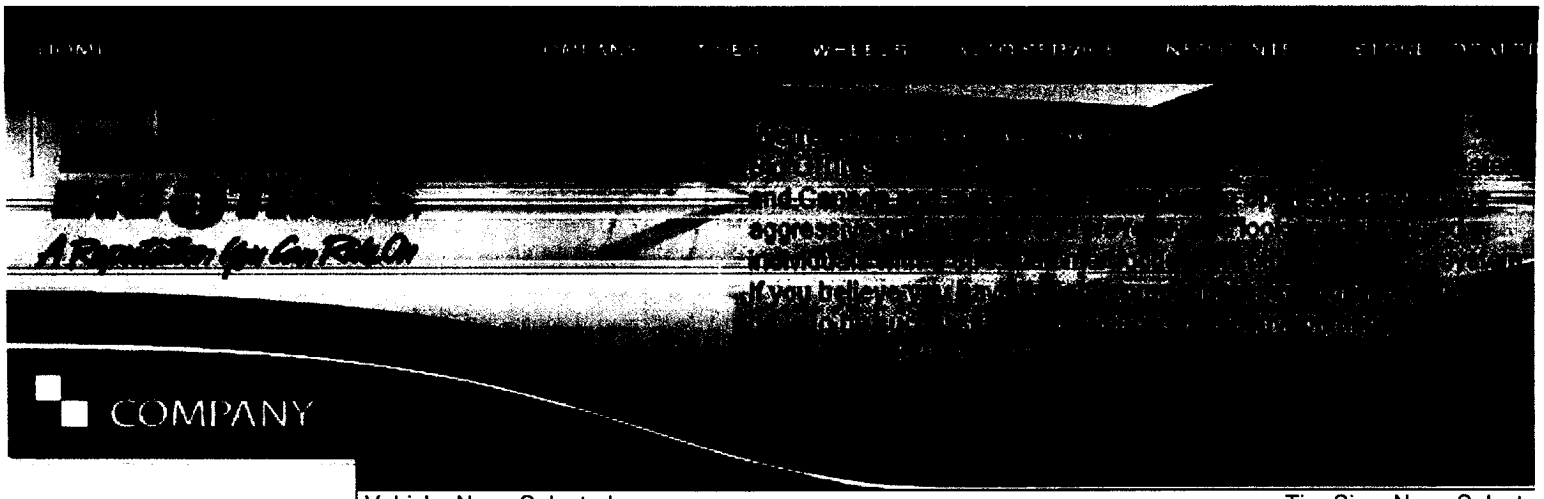
OUR WHEELS WILL "WOW" YOU



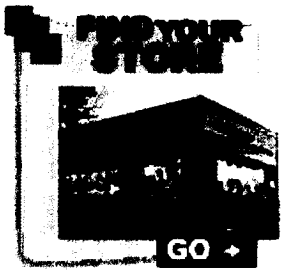
Now You Can Visualize New Custom Wheels On YOUR Car with the New Big O Tires Custom Wheel Guide

See how those new custom wheels look on YOUR car before you buy! Select your year, make and model, then match your car's color and start looking at new custom wheels on your car before you buy! It's fun and easy!

Click here to get started >>



Vehicle: None Selected Tire Size: None Selecte

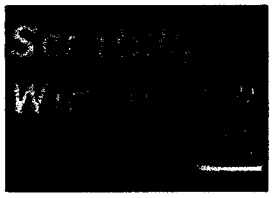


Current Promotions

Ready To Road Trip - Scratch, Win n Go!

Big O Tires Exclusive!

No Purchase Necessary! Stop by a participating Big O Tires store location to pick-up a FREE Game Card.



Offer Valid: Jun 1, 2008 thru Jul 31, 2008

Click here for details

Big O Tires and the Susan G. Komen Foundation

Please join Big O Tires in our support of the Susan G. Komen Foundation for breast cancer research

Offer Valid: Mar 27, 2008 thru Jan 1, 2009

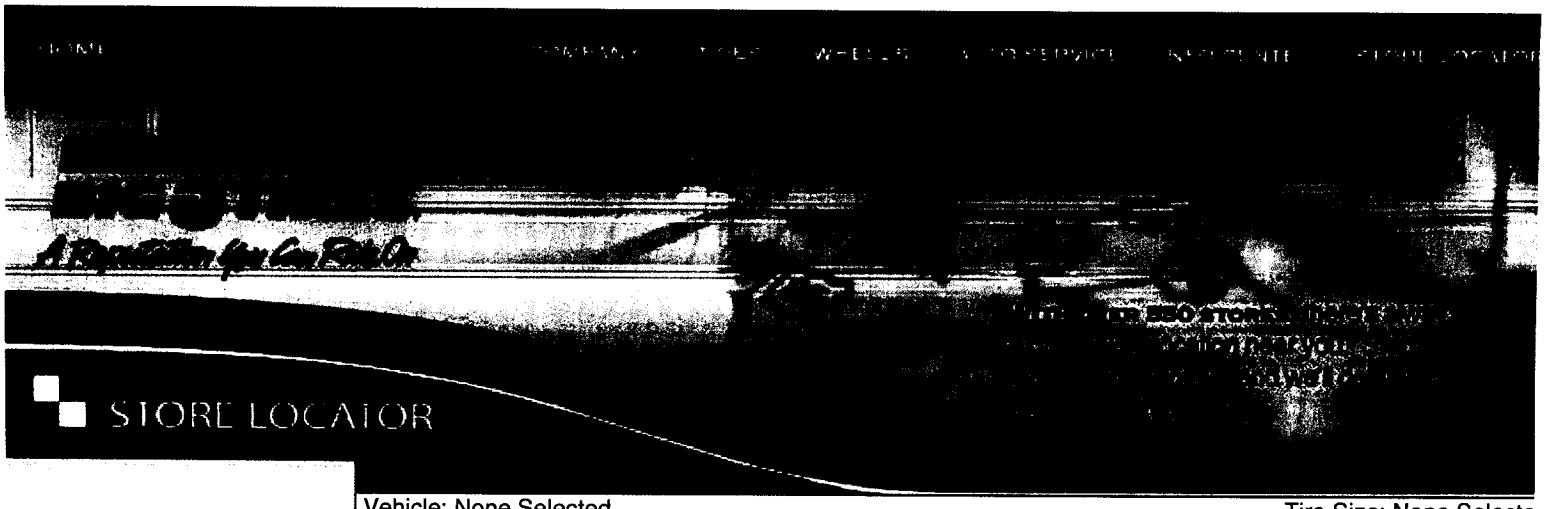
Click here for details

Big O Tires and ALSF!

Please join Big O Tires in our support of Alex's Lemonade Stand Foundation for pediatric cancer research

Offer Valid: Aug 24, 2007 thru Jan 1, 2009

Click here for details



Vehicle: None Selected

Tire Size: None Selecte

Please search for a store near you by following one of the three methods listed below.
NOTE: Providing your street address allows us to pinpoint the closest store to your exact location.

REMINDER: To get the most current product info for your area, please enter your City and State or Zip Code. Next, just click on the "Select This Store" link of our most convenient location. From the store information page, click on the "Shop for Tires" image on the left side of the page.

Search Methods

- **(BEST)** Enter your full address
- Select only city & state
- Enter only your zip code

Address:

City:

State: Select State

Zip Code:

Within: 15 miles

Display Map

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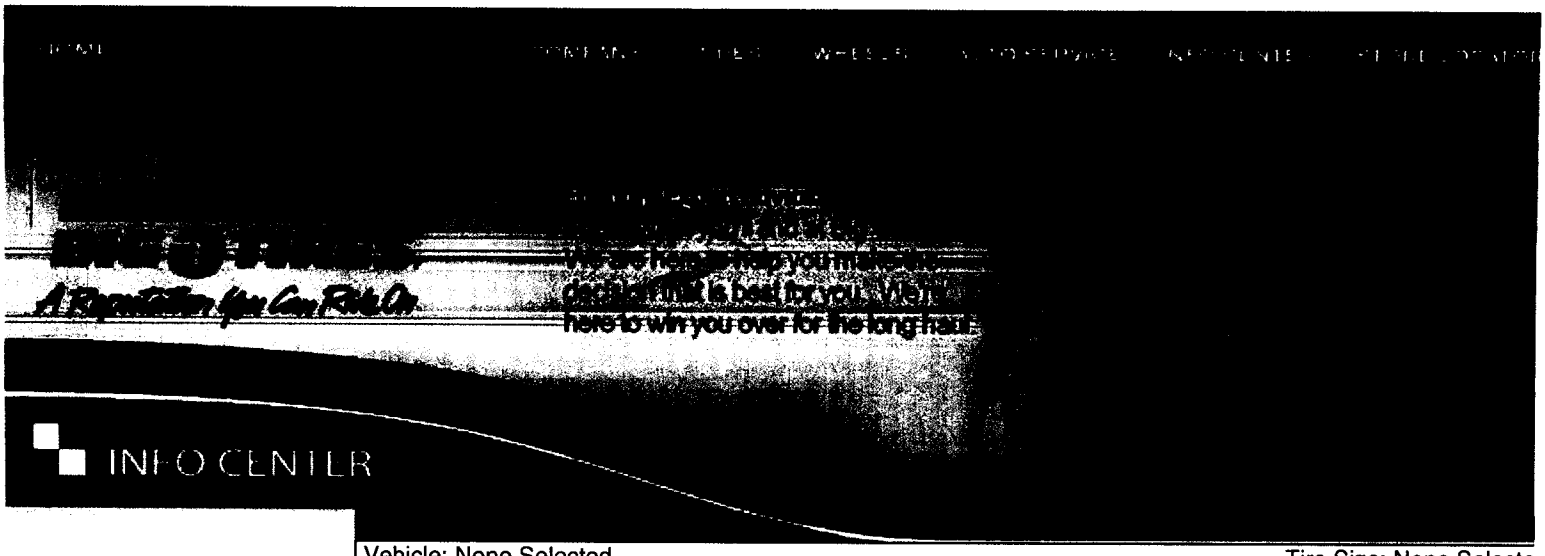


Vehicle: None Selected Tire Size: None Selecte

Specials & Coupons

You'll never get "tired" of saving money with Big O Tires. We're committed to delivering value in everything we do.

Savings, savings, savings! This is what you'll receive when you take advantage of these terrific offers.

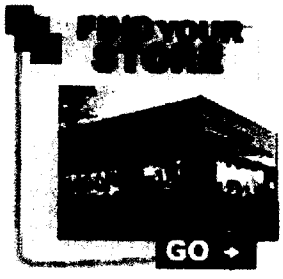
Use these Internet coupons at participating Big O Tires store locations.

TIRES • SERVICE • STRAIGHT TALK
FREE
Rotation or Flat Repair
(Excludes TPMS Sytems)
BIG O TIRES
THE TEAM YOU TRUST

TIRES • SERVICE • STRAIGHT TALK
$10 OFF
Cooling System Fluid Exchange
BIG O TIRES
THE TEAM YOU TRUST

TIRES • SERVICE • STRAIGHT TALK
$10 OFF
Transmission Fluid Exchange
BIG O TIRES
THE TEAM YOU TRUST

Vehicle: None Selected Tire Size: None Selecte



Big O Tires, Inc. - Our Tire Warranties are the Best in the Business

At Big O Tires we're committed to your complete and total satisfaction. That's why we back our tires with one of the of the most comprehensive warranty and service policies available in the marketplace today. We stand behind every tire we sell!

Big O Brand Tire Warranty:

FREE With Every Big O Brand Tire We Sell... We've Got You Covered!

- 3-year free repair or replacement warranty for Road Hazards and Manufacturer's Workmanship & Materials
- After 3-years, prorated repair or replacement warranty for Road Hazards & Manufacturer's Workmanship/Materials for the useful life of the tire
- 3-Year free Roadside Assistance Program (reimbursement program)
- Free Rotation & Rebalance every 5,000 miles for useful life of tire
- Free Flat Repairs for life of tire

Note: Useful life of tire is defined as 6-years from the date of purchase or 2/32nds tread, whichever comes first

All Other New Tires:

- Prorated Manufacturer's Workmanship & Materials Warranty as provided by the manufacturer from day one for the useful life of tire

- Free Rotations every 5,000 miles for useful life of tire
- Free Flat Repairs for useful life of tire

Big O Tires... The Team You Trust

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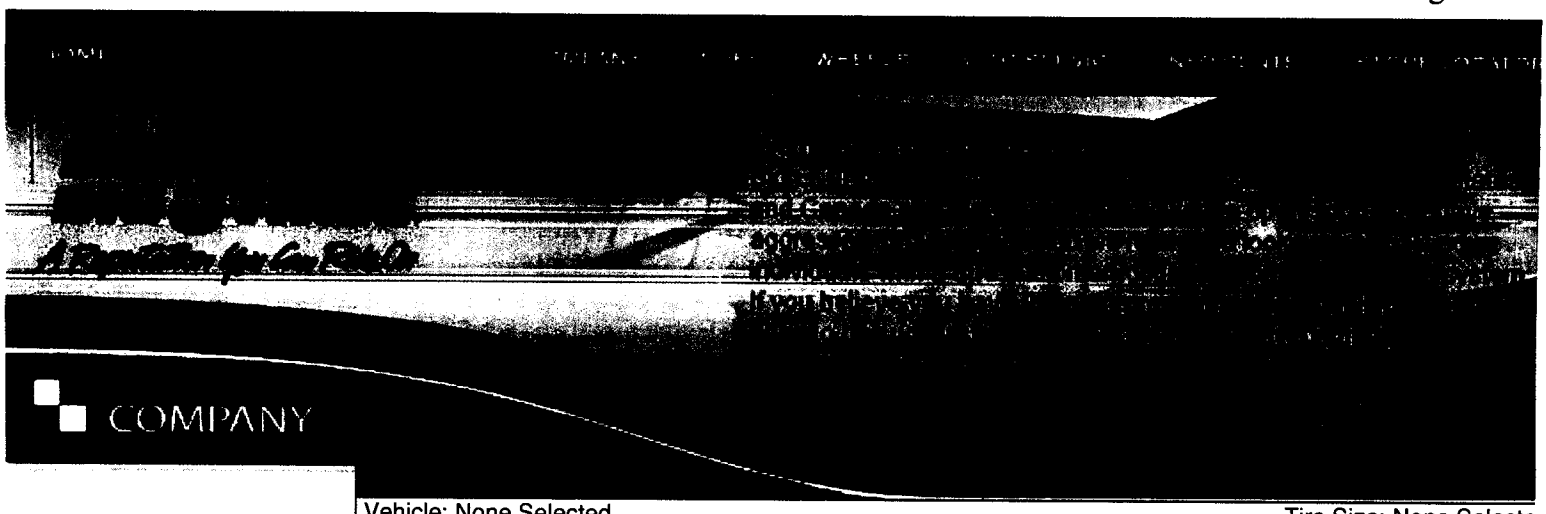
Home | Shop for Tires | Shop For Wheels | Store Locator | Auto Services
Specials & Coupons | Convenient Credit | E-Mail Specials | Register Your Tires
Fleet Accounts | Franchise Opportunities | A Great Place to Work | Contact Us

Privacy Pledge
Site Map



Vehicle: None Selected Tire Size: None Selecte

Big O Tires, LLC - Making a Difference

Big O Tires is a franchise organization. But Big O is also a community-a family committed to making a BIG difference in each of our own communities.

Big O Tires and our 540+ individual franchisees will donate more than $100,000 to the Susan G. Komen Breast Cancer Foundation and Alex's Lemonade Stand for Pediatric Cancer Research this year.

Big O Tires franchisees' support of these organizations is one way that we give back to our local communities and our customers who make Big O Tires a hometown success in the markets we serve.

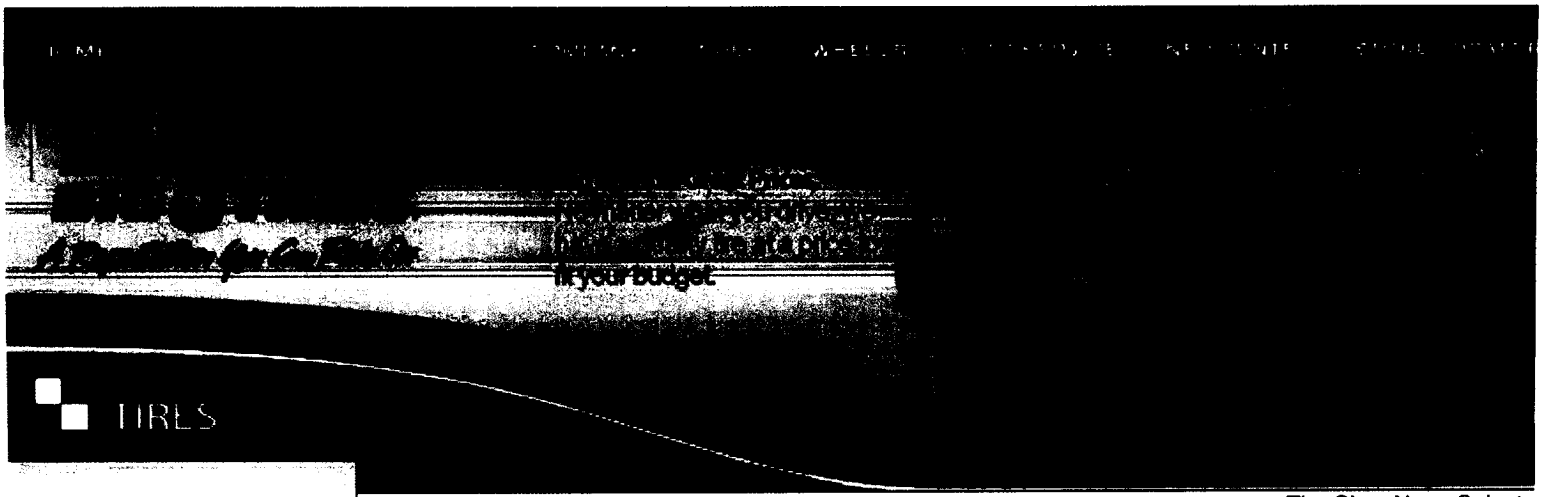
We will promote the Susan G. Komen Foundation and Alex's Lemonade Stand in each of our stores and in our advertising and public relations efforts throughout the year. As a corporation and as individual franchises, Big O Tires is making a difference in our communities.

For more information about these charities please click on the logos below.

Susan G. Komen FOR THE CURE

Alex's Lemonade Stand

Big O Tires was a proud supporter of the Race for the Cure Sacramento! May 12, 2007
Click here to view photos!



Vehicle: None Selected Tire Size: None Selecte

How to Buy Tires Using the Big O Tires Website

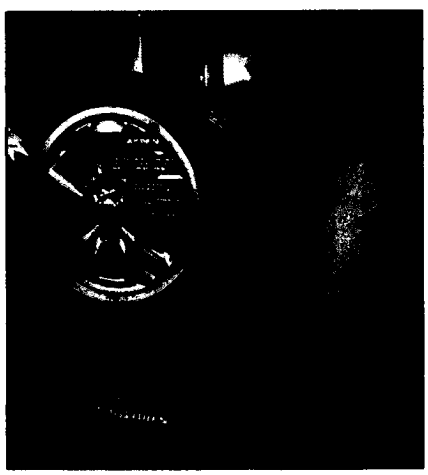
BIG O TIRES

Safety, quality and budget are the biggest considerations when you're looking for tires.

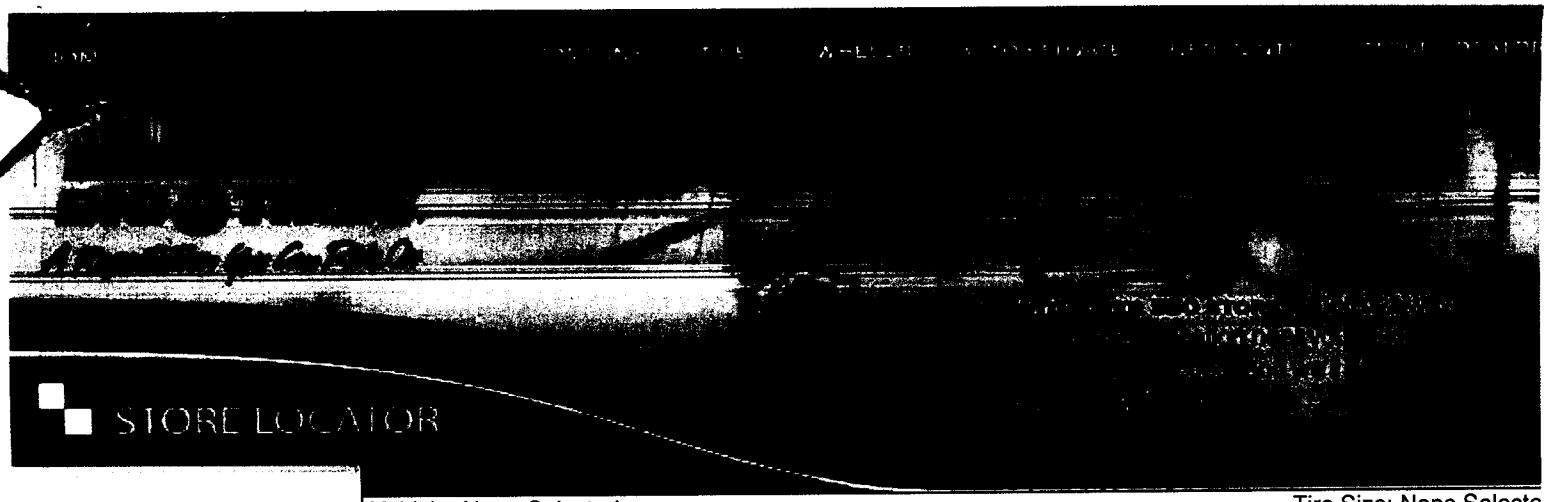
Searching for that perfect tire combination can be a challenging process. The Internet has simplified things. Our Big O Tires web site is a great place to begin your search. Here's how:

MICHELIN

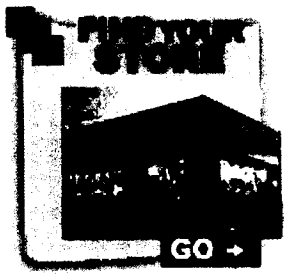
- Click Shop for Tires
- Enter your zip code
- Choose the most convenient Big O Tires location.
- Enter your vehicle's year, make and model
- Enter your tire size
- See your options
- Print a Big O Tires Tire Finder Report
- Bring it in and we'll install your choice – **quickly**



In just a few clicks, Big O Tires provides you several options with information that you can use to make your decision. Your Big O Tires franchisee will get in, get your new tires installed, and get you on your way – **FAST!**



Vehicle: None Selected Tire Size: None Selecte



Please search for a store near you by following one of the three methods listed below.
NOTE: Providing your street address allows us to pinpoint the closest store to your exact location.

REMINDER: To get the most current product info for your area, please enter your City and State or Zip Code. Next, just click on the "Select This Store" link of our most convenient location. From the store information page, click on the "Shop for Tires" image on the left side of the page.

Search Methods

- **(BEST)** Enter your full address
- Select only city & state
- Enter only your zip code

Address:
City:
State: Select State
Zip Code:
Within: 15 miles
Display Map

Tire Information
Drill Down

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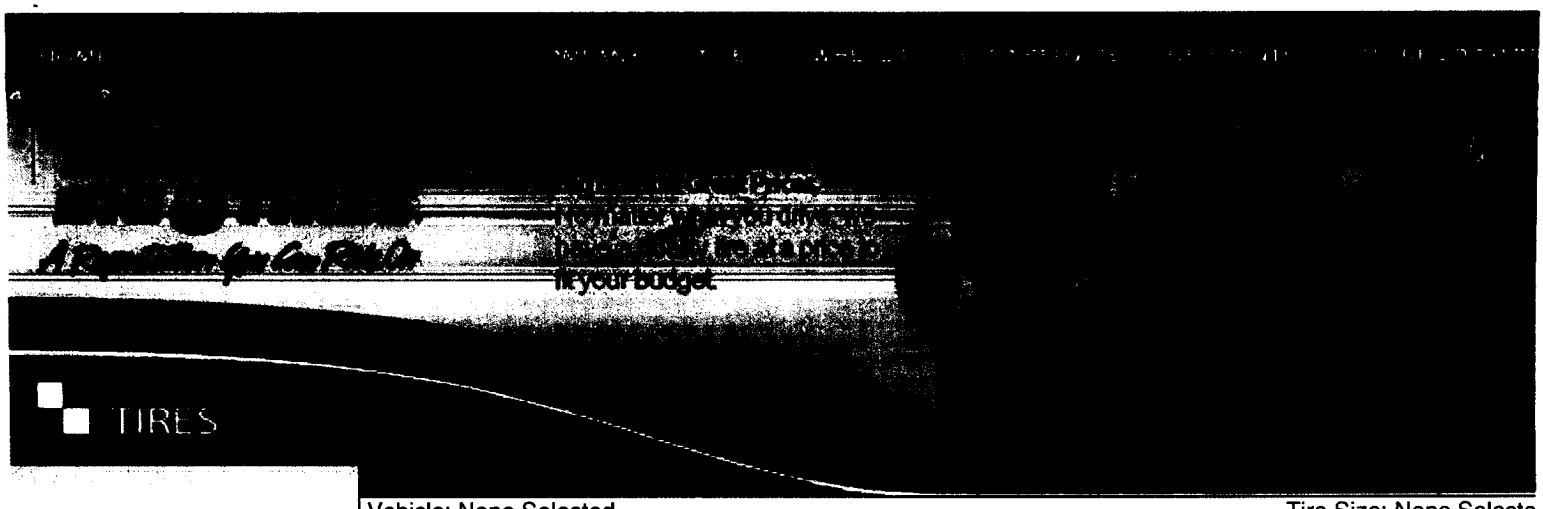

Vehicle: None Selected Tire Size: None Selecte

Your Current Location
LITTLETON, CO
Change

Current Store Location
8110 S UNIVERSITY BLVD
LITTLETON, CO 80122
303-694-4700
View Info | Change

Tire Guide

We are here to make buying tires as convenient as possible.
It's easy! Search by vehicle or tire size.

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Big O Tires, LLC
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Vehicle: None Selected Tire Size: None Selecte

Your Current Location
LITTLETON, CO
Change

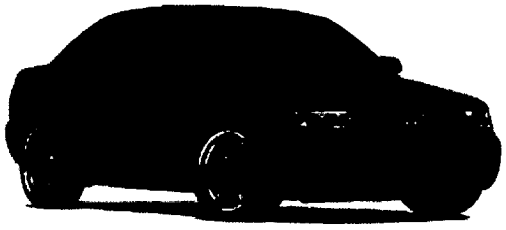
Current Store Location
8110 S UNIVERSITY BLVD
LITTLETON, CO 80122
303-694-4700
View Info | Change

Tire Guide

We are here to make buying tires as convenient as possible.
It's easy! Search by vehicle or tire size.

Search by Vehicle

Year Year
Make Make
Model Model
Option Option



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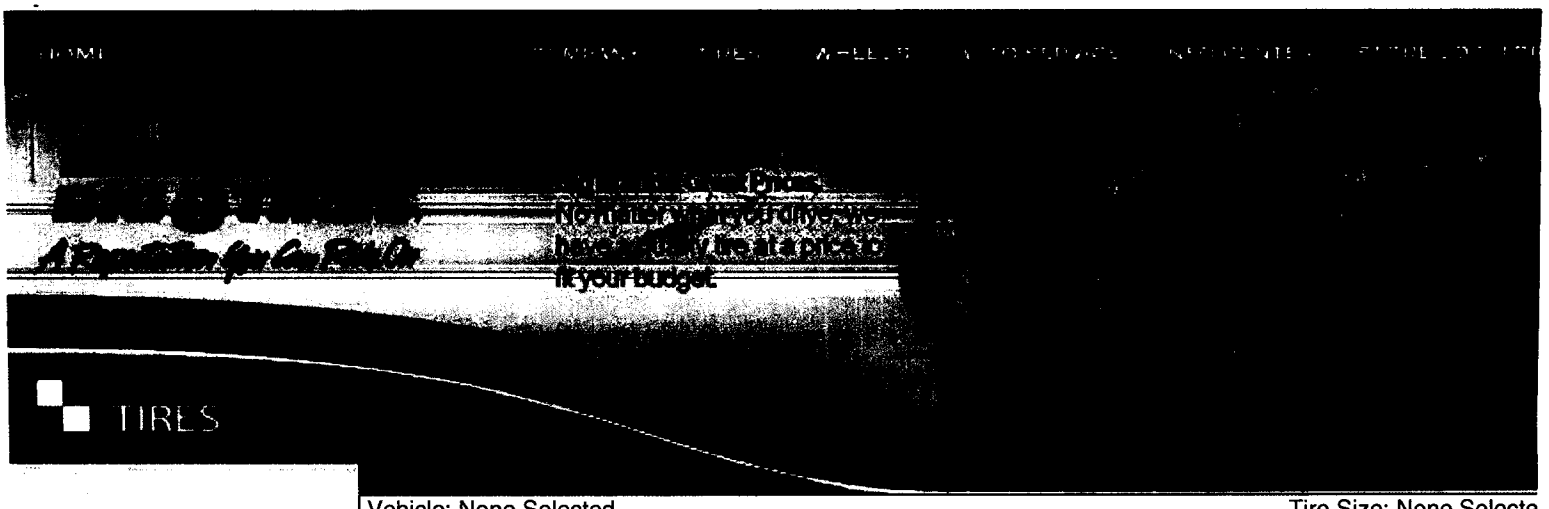

Vehicle: None Selected Tire Size: None Selecte

Your Current Location
LITTLETON, CO
Change

Current Store Location
8110 S UNIVERSITY BLVD
LITTLETON, CO 80122
303-694-4700
View Info | Change

Tire Guide

We are here to make buying tires as convenient as possible.
It's easy! Search by vehicle or tire size.

Search by Size

Width Please select a width
Aspect Ratio Please select an Aspect Ratio
Rim Size Please select a Rim Size

Find Tires

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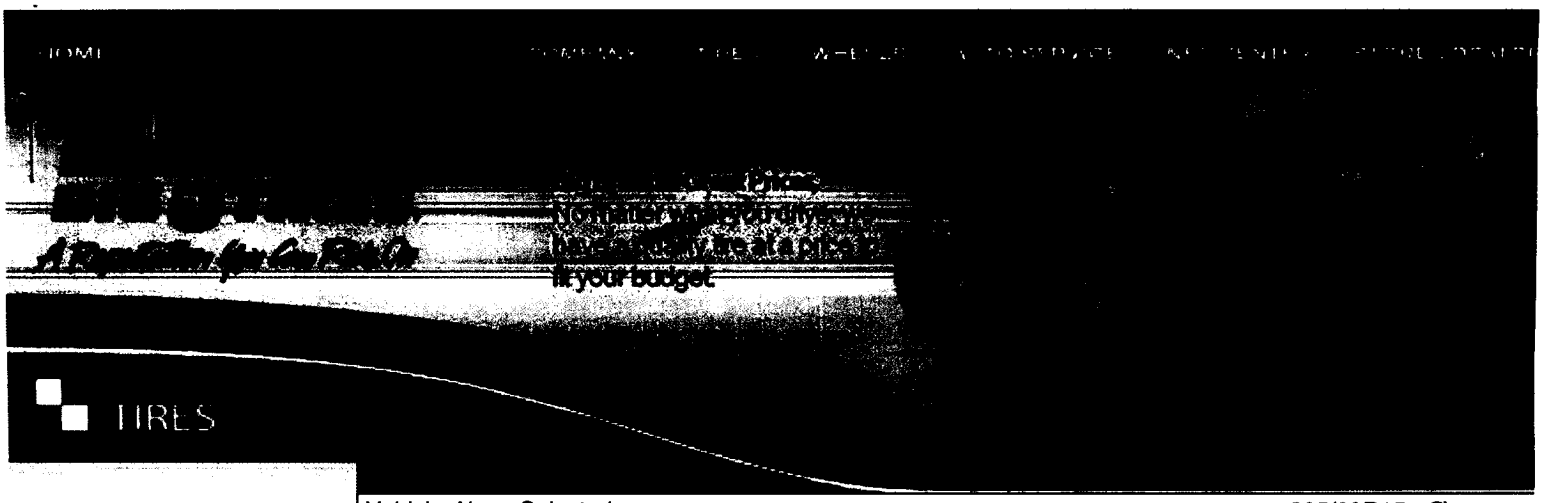


Vehicle: None Selected 205/60R15 - Change >

Your Current Location
LITTLETON, CO
Change

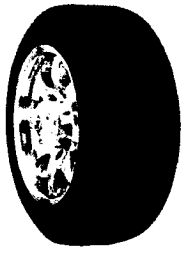
Current Store Location
8110 S UNIVERSITY BLVD
LITTLETON, CO 80122
303-694-4700
View Info | Change

TRIED AND TRUE. PERFECT FOR YOU.

Just like buying a new pair of shoes, everyone has their own preferences. Some look for a special brand, while others look for price. Other times, it's just a great look or a unique purpose in mind. At Big O, we have something for everyone. Browse the following matches for your vehicle and select up to three of your favorites. When you're finished, you will have a handy shopping sheet to bring to a Big O franchise store near you.

Tires Found: 14

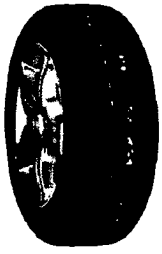
Search Size: 205/60R15 View Tire Finder Report



SUMITOMO **SUMITOMO TEMPEST TOURING HR/VR**
205/60R15/SL 91 H BLK (TTH43) **Call for Quote**

Treadwear	Traction	Temp	Warranty
440	A	A	Manufacturer's Limited / 40,000 Mile

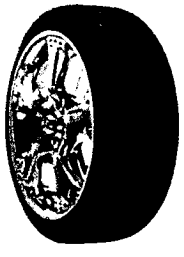
View Details Add to Tire Finder Report



GEOSTAR **GEOSTAR 6065**
205/60R15/SL 91 H BLK (24640004) **Call for Quote**

Treadwear	Traction	Temp	Warranty
400	A	A	Manufacturer's Limited

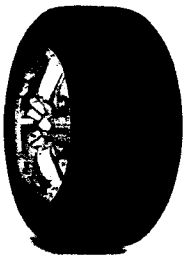
View Details Add to Tire Finder Report



FALKEN **FALKEN ZE329**
205/60R15/SL 91 H BLK (28321521) **Call for Quote**

Treadwear	Traction	Temp	Warranty
480	A	A	Manufacturer's Limited / 60,000 Mile

View Details Add to Tire Finder Report



SUMITOMO TOURING LS-H/V
205/60R15/SL 91 H BLK (STH43)

Call for Quote

Treadwear	Traction	Temp	Warranty
520	A	A	Manufacturer's Limited / 60,000 Mile

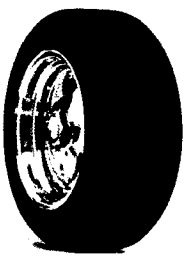
View Details Add to Tire Finder Report

FALKEN ZIEX ZE912
205/60R15/SL 91 H BLK (28921552)

Call for Quote

Treadwear	Traction	Temp	Warranty
480	A	A	Manufacturer's Limited / 65,000 Mile

View Details Add to Tire Finder Report

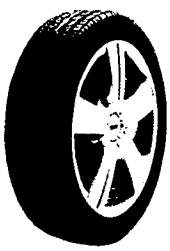


HANKOOK RADIALMAX A/S
205/60R15/SL 91 T BLK (520-43)

Call for Quote

Treadwear	Traction	Temp	Warranty
520	A	A	Manufacturer's Limited / 50,000 Mile

View Details Add to Tire Finder Report

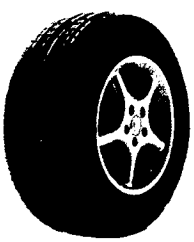


YOKOHAMA AS430
P205/60R15/SL 90 H BLK (31404)

Call for Quote

Treadwear	Traction	Temp	Warranty
500	AA	A	Manufacturer's Limited / 60,000 Mile

View Details Add to Tire Finder Report



YOKOHAMA AVID TOURING
P205/60R15/STD 90 S BLK (31022)

Call for Quote

Treadwear	Traction	Temp	Warranty
620	A	B	Manufacturer's Limited / 80,000 Mile

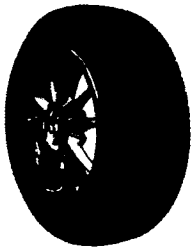
View Details Add to Tire Finder Report

BFGOODRICH G-FORCE SPORT
205/60R15/STD 91 V RBL (93451)

Call for Quote

Treadwear	Traction	Temp	Warranty
340	AA	A	Manufacturer's Limited

View Details Add to Tire Finder Report

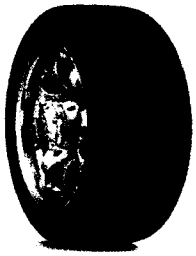


WEATHERMASTER S/T2
205/60R15/STD 94 T BLK (W11-3ET-E654)

Call for Quote

Treadwear	Traction	Temp	Warranty
0	0	0	Manufacturer's Limited

View Details Add to Tire Finder Report



BIG O TIRES **BIG O EURO TOUR**
205/60R15/SL 91 H BLK (741-43)

Call for Quote

Treadwear	Traction	Temp	Warranty
560	A	A	

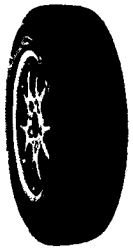
View Details Add to Tire Finder Report

BFGoodrich **BFGOODRICH TRACTION T/A**
205/60R15/STD 91 H RBL (58232)

Call for Quote

Treadwear	Traction	Temp	Warranty
440	AA	A	Manufacturer's Limited / 60,000 Mile

View Details Add to Tire Finder Report



MICHELIN **MICHELIN PILOT EXALTO A/S**
205/60R15/STD 91 H RBL (27549)

Call for Quote

Treadwear	Traction	Temp	Warranty
400	A	A	Manufacturer's Limited / 45,000 Mile

View Details Add to Tire Finder Report

MICHELIN **MICHELIN PRIMACY MXV4**
205/60R15/STD 91 H RBL (23933)

Call for Quote

Treadwear	Traction	Temp	Warranty
620	A	A	Manufacturer's Limited / 60,000 Mile

View Details Add to Tire Finder Report

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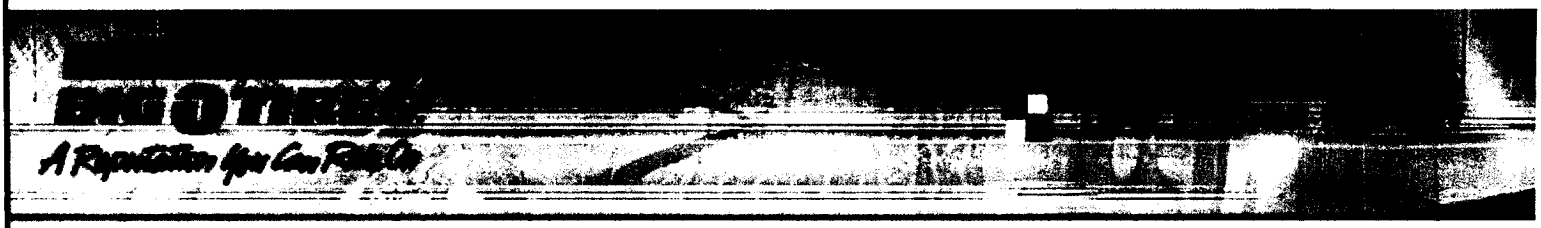


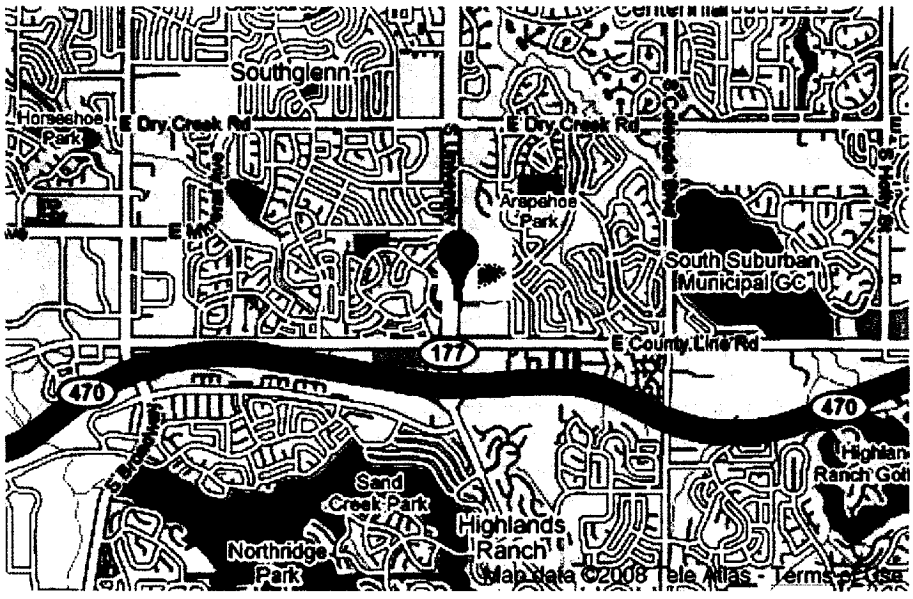
Report Date: 6/5/2008

We're here to make buying tires as easy as possible
With over 540 locations, the biggest brand names, and exceptional pricing - all that's left is to experience our award winning service. Simply print this convenient Big O **Tire Finder Report** and bring it to the nearest store listed below.

NEAREST STORE

8110 S UNIVERSITY BLVD
LITTLETON, CO 80122
Phone: (303) 694-4700
Email: blackiceracing21@yahoo.com

Hours of Operation:
M-F 7:00am-6:00pm
Saturday 7:00am-4:00pm
Sunday 9:00am-3:00pm



TIRES SELECTED

205/60R15 91 T

HANKOOK

520-43
HANKOOK RADIALMAX A/S

205/60R15 91 H

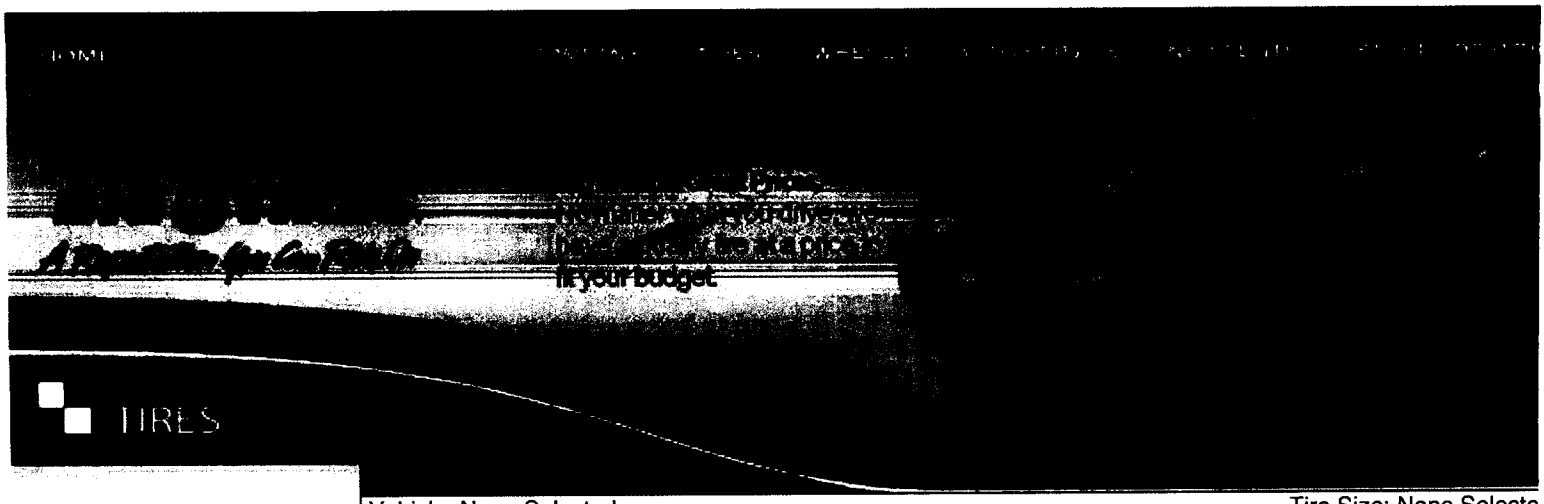
SUMITOMO

TTH43
SUMITOMO TEMPEST TOURING HR/VR

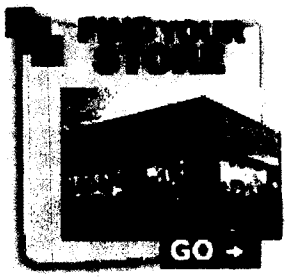
SPECIAL OFFER, ACT NOW

BIG O TIRES AND SERVICE CENTERS

$15 OFF Front End Alignment / $20 OFF All-Wheel Alignment with the Purchase of Four (4) Tires
Most vehicles. Coupon cannot be combined with any other advertised specials or coupons. Offer good through Thursday, June 19, 2008 at participating locations.



Vehicle: None Selected Tire Size: None Selecte



Shop the World's Best Tire Brands!

BIG O TIRES · MICHELIN · GOODYEAR · BFGoodrich · Continental · UNIROYAL · DUNLOP TIRES · FALKEN · YOKOHAMA TIRES

Big O Tires brings the world's best tire brands together under one roof.

With over 540 locations, Big O Tires has the volume buying power to offer some of the most competitive prices available.

We carry tires for almost every vehicle on wheels:

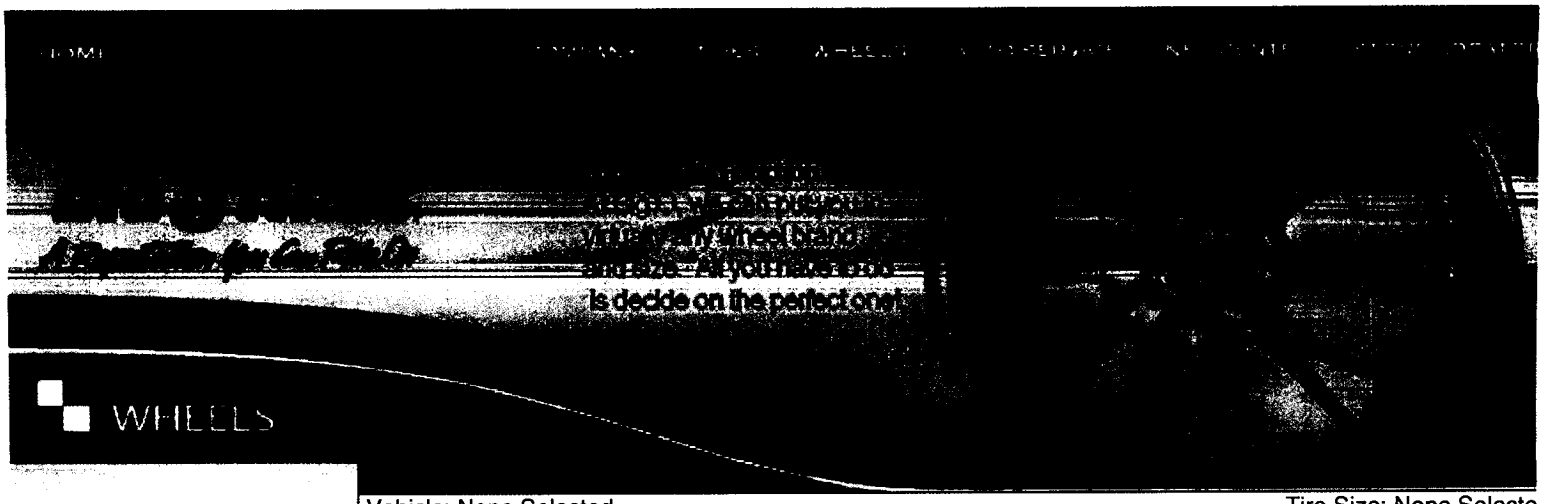
- Automobile tires
- Mini-vans tires
- Light truck tires
- SUV tires
- Commercial vehicle tires
- Golf cart tires
- ATV tires
- Lawn & Garden tires

Whether you shop by tire brand, vehicle manufacturer and model or shop by size, Big O Tires can help you find what you are looking for.

Find a Big O Tires store location, and then choose how you want to start shopping.

Be sure to check out our promotions and our tire discounts and coupons.

Also, if you live on the east coast and are looking for tires, visit www.tirekingdom.com, www.ntb.com and www.merchantstire.com.



Vehicle: None Selected Tire Size: None Selecte

Big O Tires, LLC - Custom Wheel Wizard

Our wheels will "WOW" you.

Now you can visualize new custom wheels on YOUR car with the New Big O Tires Custom Wheel Wizard.

See how those new custom wheels look on YOUR car before you buy! Select your year, make and model, then match your car's color and start looking at new custom wheels on your car before you buy! **It's fun and easy!**

Visit the Wheel Wizard

Big O Tires carries custom wheels from these manufactures:

- American Racing Wheels
- Centerline Wheels
- Complete Wheel Source
- Falken Wheels
- Wheel Pros

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BIG O TIRES

A Reputation You Can Ride On

Note: Please contact your Local Big O Tires store for pricing and availability.
To find a store near you please visit the store locator at: http://www.bigotires.com/FindStore.aspx

Select vehicle make and year below:

Select Make

Loading Results...

Big O Tires -

Wheel Guide -

Drill Down

BIG O TIRES

A Reputation You Can Ride On

Note: Please contact your Local Big O Tires store for pricing and availability.
To find a store near you please visit the store locator at: http://www.bigotires.com/FindStore.aspx

RETURN TO SEARCH RESULTS

SPORT Edition ST4

Finish Shown: Chrome Plated

- Center cap shown included at no charge. Accepts OE center cap (OE center caps available only from vehicle dealership).
- 1 Year Finish Warranty
- Manufactured in China
- 1pc. Low Pressure Cast/Shot Peened construction

Front & Rear Fitments

Most approximate photo shown below. Explain

(click thumbnails below to view above)

Appearance may vary by size and application.

20"

Front and Rear Fitments

20x9.5

Offset: 46mm
Bolt Pattern: 5-112
Rec. Tire Size: 275/35-20
Weight: 33.0lbs.
Note: OE Sensors Required

Est. Availability: In Stock

View on Vehicle

Pricing Key:
■ Closeout Special

Included Wheel Installation Hardware

The following wheel-specific hardware will be included with your order at no additional charge.

BIG O TIRES

A Reputation You Can Ride On

Note: Please contact your Local Big O Tires store for pricing and availability.
To find a store near you please visit the store locator at: http://www.bigotires.com/FindStore.aspx

RETURN TO SEARCH RESULTS

O·Z

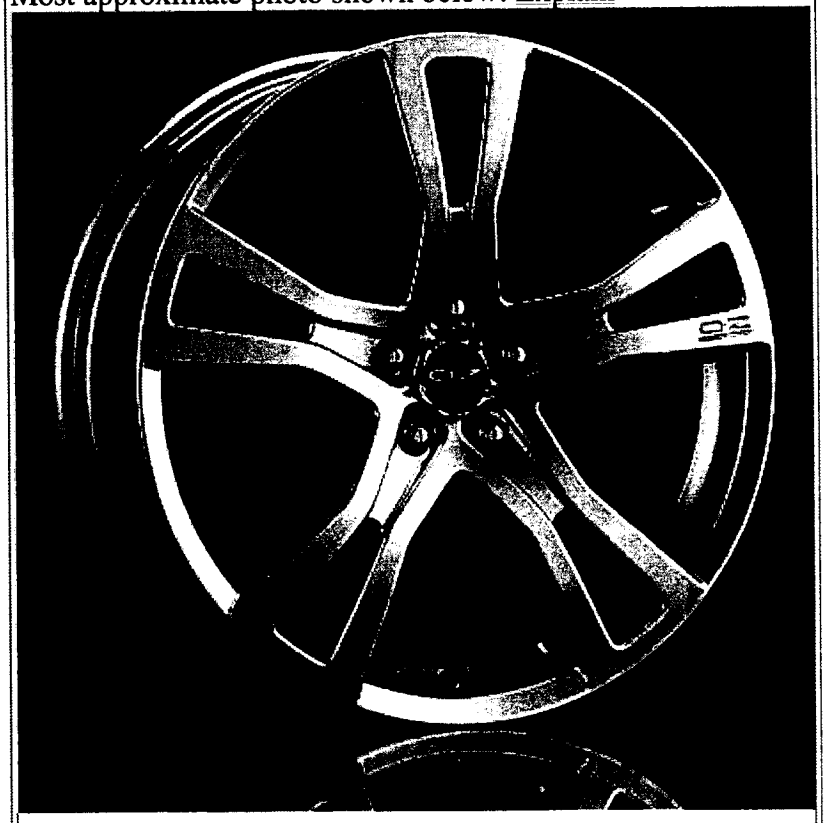
Palladio ST

Finish Shown: Bright Silver Paint

- Split, five-spoke style
- One-piece, cast construction
- Snap-in, exposed-lug cap
- For luxury cars and SUVs
- Center cap shown included at no charge.
- 2 Years Finish Warranty
- Manufactured in Italy
- 1pc. Low Pressure Cast construction

Front & Rear Fitments

Most approximate photo shown below. Explain



(click thumbnails below to view above)

20"

Front and Rear Fitments

20x9.5

Offset: 40mm
Bolt Pattern: 5-112
Rec. Tire Size: 275/35-20
Weight: 37.0lbs.
Note: OE Sensors Required

Est. Availability: In Stock

View on Vehicle

Pricing Key:
■ Closeout Special

Included Wheel Installation Hardware

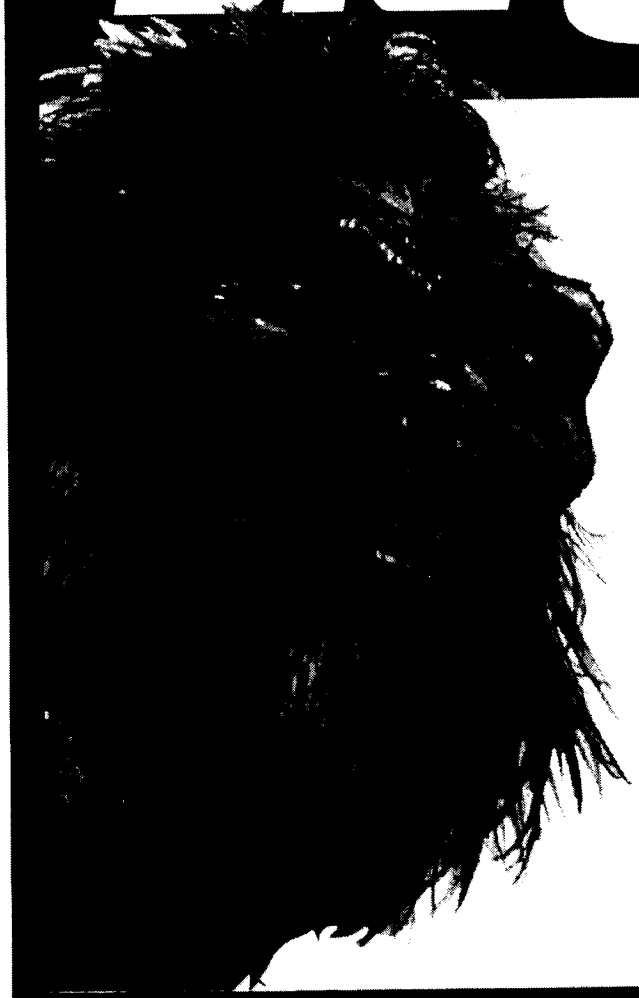
The following wheel-specific hardware will be

Appearance may vary by size and application.

included with your order at no additional charge.

(20) Required lugbolt for vehicle
(4) Required centering ring

BIG O TIRES®



Imagine

NO INTEREST

In Your Tires,

Or Car Care

FOR SIX MONTHS!

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
tabbies
Bennette
13A
6-5-08 mc

BIG O TIRES®

Big O Tires is pleased to have you as a customer. So much so that we want to give you SIX MONTHS SAME-AS-CASH* when you use your card on your next purchase at Big O Tires.

Just bring your card into ANY Big O Tires and Service Center location and take advantage of our huge selection of passenger, performance and, of course, our rugged line of Big Foot truck tires.

*Offer good on tires and service and is subject to credit approval by GE Capital Consumer Card Co. Applies to any purchase of $300 or more made between 5/9/02 and 7/15/02 on Big O Tires consumer credit card account. No finance charges will be assessed on the promotional purchase amount (excluding optional insurance charges) if you pay this amount in full by the payment due as shown on your 6th billing statement after purchase date. If you do not, finance charges will be assessed on the promotional purchase amount from the date of purchase. Minimum monthly payments are required during the promotional period. If minimum monthly payments are not paid when due, all special promotional terms may be terminated. Standard account terms apply to non-promotional purchases and, after promotion ends, to your promotional purchases. Variable APR is 21.98% as of March 16, 2002. Fixed APR of 24.75% applies if payment is more than 30 days late. Minimum finance charge is $1.

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett
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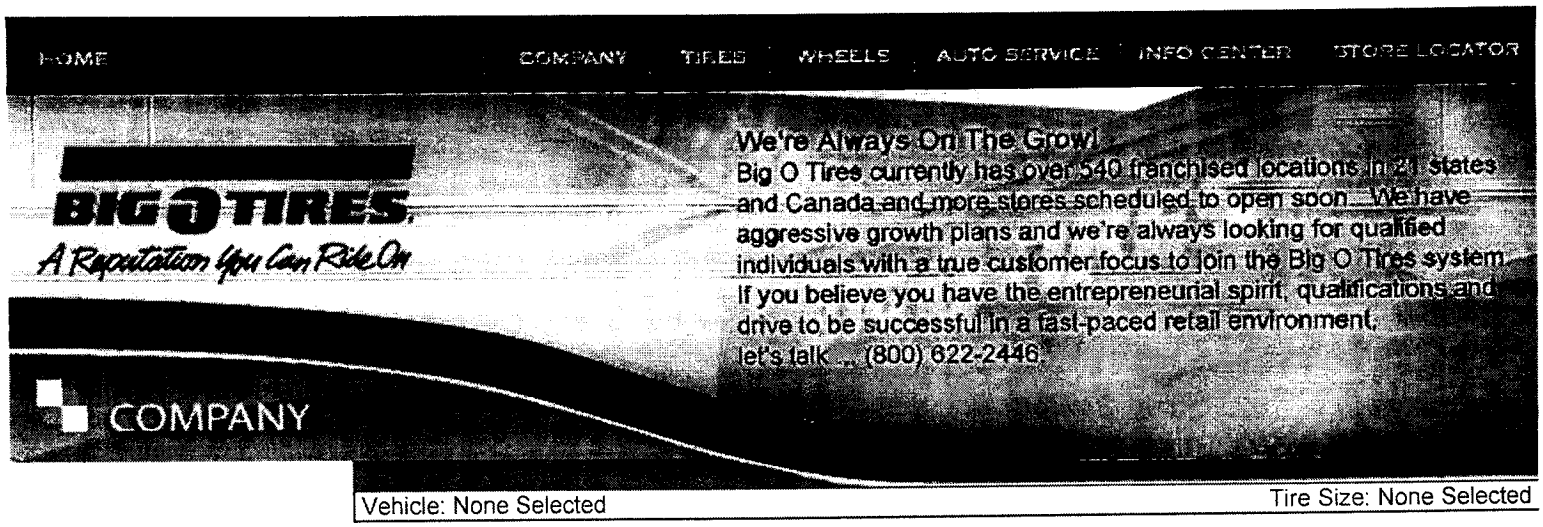
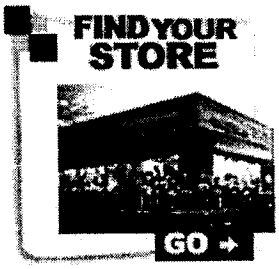
6508 mle

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791



Vehicle: None Selected

Tire Size: None Selected



Big O Tires, Inc. - Apply for a Big O Tires Credit Card

Get credit where credit is due.

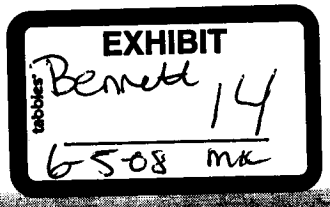
Take advantage of the terrific Big O Tires/Car Care ONE credit card program! (**Credit Card Details**)

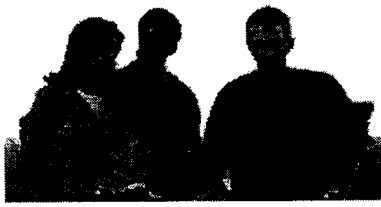
The Big O Tires/Car Care One credit card is available at participating store locations. Please contact your nearest store location for details.

The Big O Tires/Car Care One credit card is also accepted at Tire Kingdom and Merchant's Tire & Auto store locations.

Apply on-line for your own Big O Tires Credit Card (Click Here)

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791





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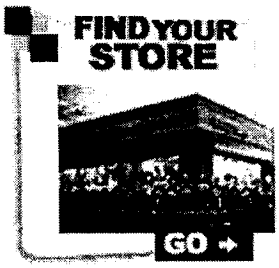
Vehicle: None Selected

Tire Size: None Selected



Credit Card Details

No Interest If Paid Within 90 Days *
Minimum monthly payments required. Valid on purchases of $150 or more when you use your Big O Tires credit card.

*Applies to purchases of $150 or more made on a Big O Tires consumer credit card account. Under the promotion, no finance charges will be assessed on the promotional purchase as long as: (1) you pay the promo purchase amount in full within 90 Days and (2) you pay, when due, the minimum monthly payment on your account, which includes a required minimum monthly payment on the promo purchase. If you fail to satisfy either of the above conditions, all special promo terms will be terminated and finance charges will be assessed on the promo purchase amount from the date of the purchase. Optional credit insurance/debt cancellation charges on your promo purchase are not deferred and are not subject to the promotional terms. Standard account terms apply to non-promotional purchases. Variable APR is 22.99% as of July 1, 2004. Fixed APR of 24.75% applies if the minimum payment is not made within one month of the payment due date. Minimum finance charge is $1.00. Existing cardholders should see their credit card agreement for standard terms. Offer is subject to credit approval by GE Capital Consumer Card Co.

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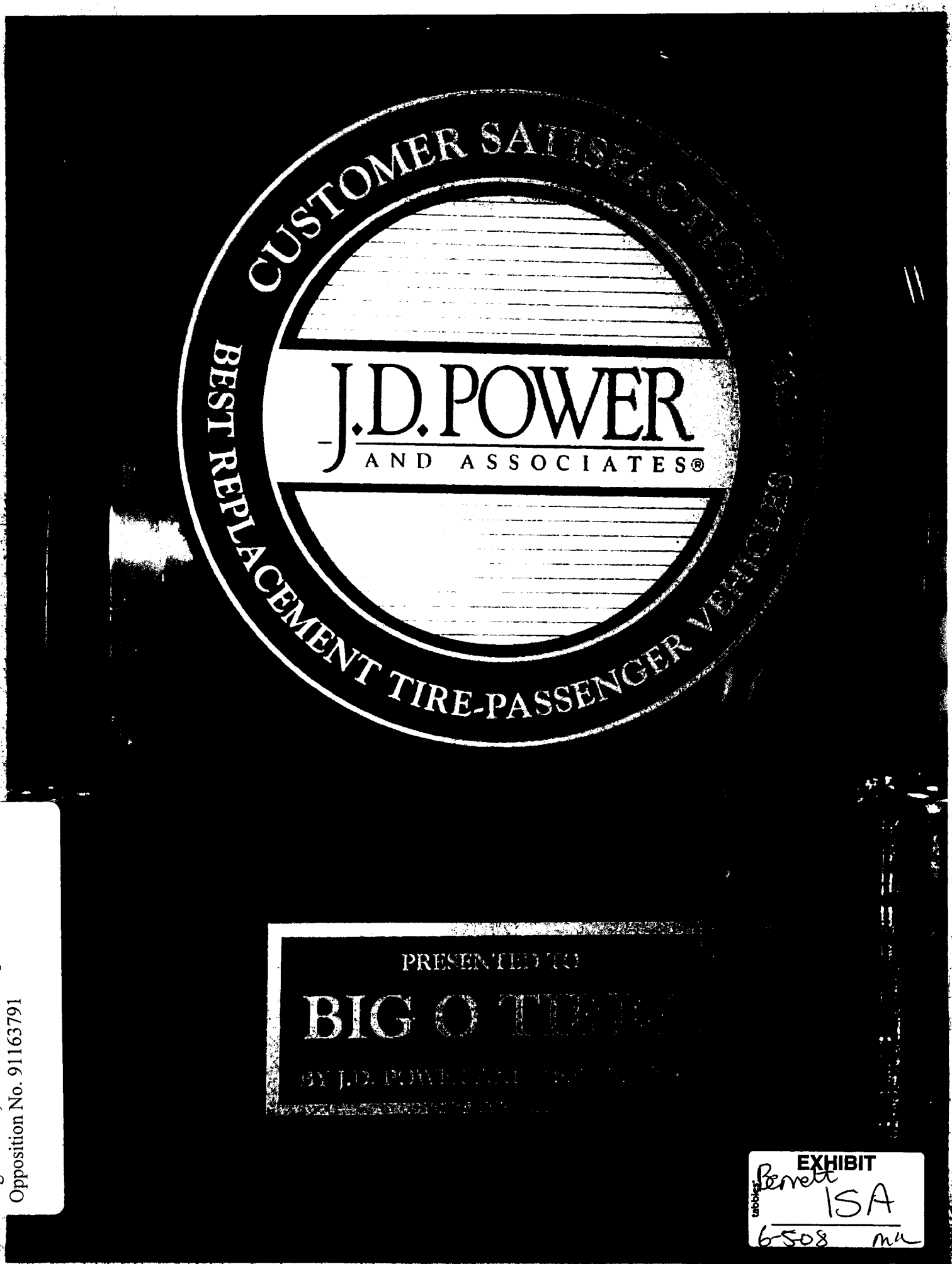

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
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Perrett
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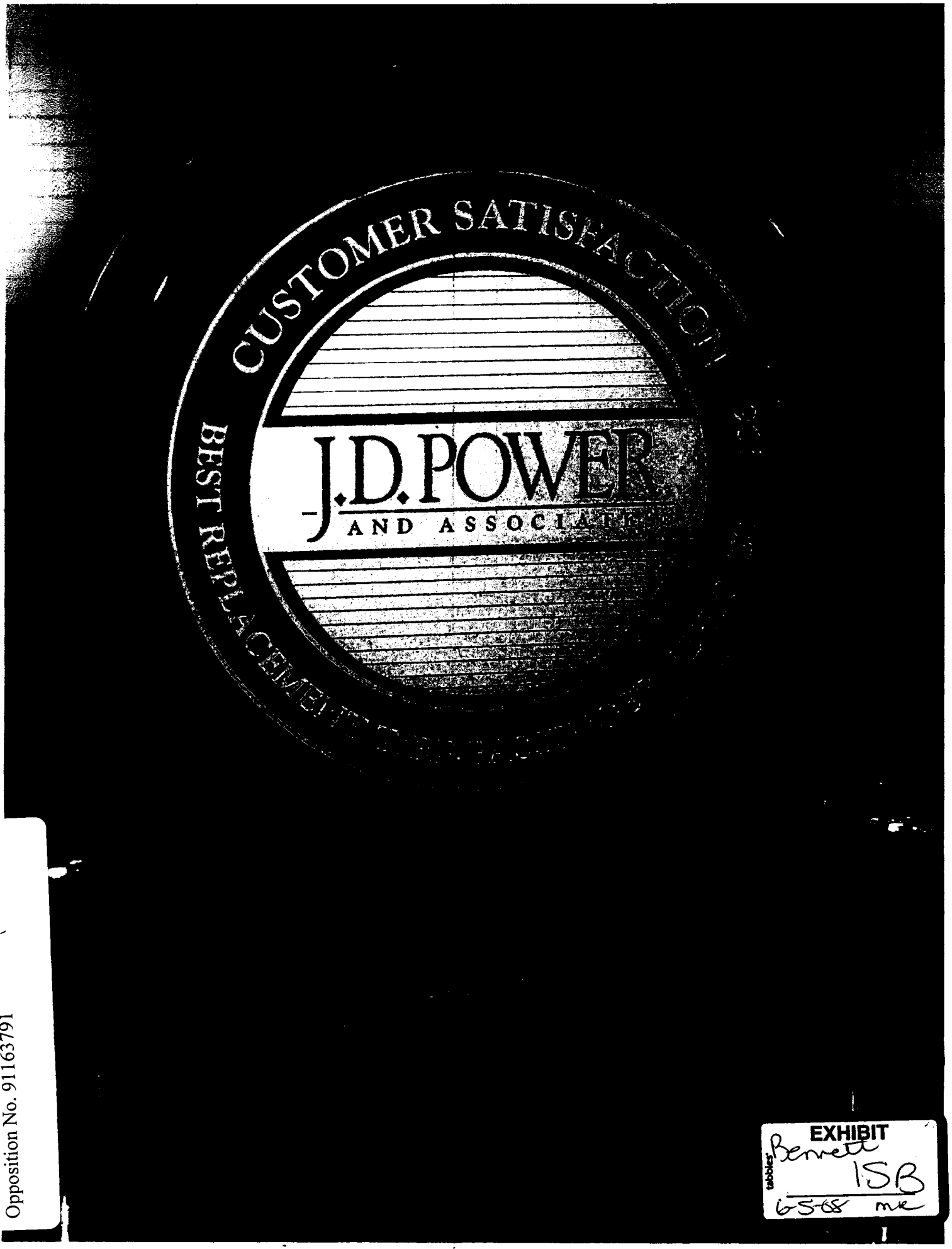

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
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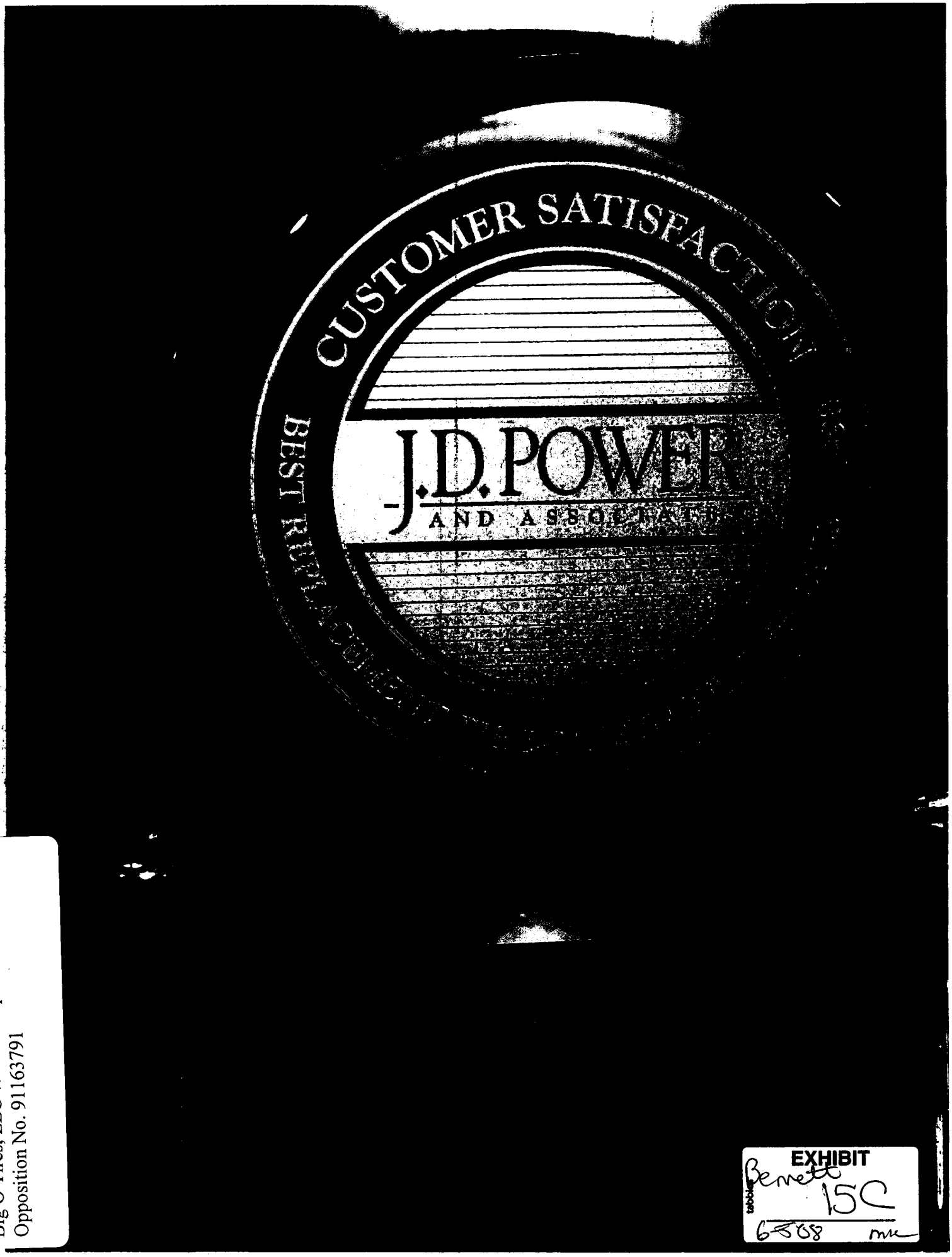
6508 mk



Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett
15C
6/5/08

Giant Franchise 500 Issue

Entrepreneur®

THE SMALL BUSINESS AUTHORITY

JANUARY 1999

20th Annual

FRANCHISE 500

BEST FRANCHISES to START NOW!

Big O Tires Inc.

RANKED #1

Overall in Tire Category

#73 IN THE FRANCHISE 500 RANKING

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Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett
16A
6-5-08 mc

20th Annual FRANCHISE 500.

AUTOMOTIVE

Tires

31	Big O Tires, Inc	Lakewood, CO	(800) 622-2446	www.bigotires.com	Dealer/owner-operated under our banners	4,500	48	NE SE MA CE W NW	80	$1	1	$80	0	4.5%	2	$60K ($250)	2%	Adv'tg Fee	10%	10 Yrs
249	Tire Time Pro Plus	Big Spring, TX	(915) 263-8431	e-mail: tiretime@pcnet.net	Need to own two $ 100K assets	40	NA		25		15	1	15	0	12	6	$150K-$175K ($20-$200)	6%	None		
250	Tune Time Pro Plus	Burnsville, MN	(800) 543-1134	www.tunetime.com	Car & Truck Tire Centers	1,600	1 MW S	2,000	MA		30	2	6	0	4.5%	2	$150K-$250K ($100/200/300)	6%	None		

Big O Tires, Inc.

For more than 30 years, Big O has provided dependable products and superior customer service. Big O franchisees receive real estate and development assistance, exclusive markets, exclusive products, comprehensive professional training, ongoing field support, regional and national advertising support, and the best tire warranty in the industry. If interested in franchise opportunities, please call:

(800) 622-2446

Understanding The FRANCHISE 500

This is the 20th *Entrepreneur* Franchise 500, a ranking we've been the first to publish and the most comprehensive in the industry. Though we've since noticed a smattering of imitators, *Entrepreneur*'s Franchise 500 is still the best and most comprehensive ranking of franchises in the world. Over the years we've polished and perfected our ranking procedure, giving us a formula that accurately identifies today's top franchise opportunities for you.

This year, only franchise companies that submitted complete UFOCs (Uniform Franchise Offering Circulars or UFOCs in Alberta, Canada, disclosure document and other information *Entrepreneur* verified from the disclosure documents) are eligible to be ranked. Surviving on the top 500 franchises whose questionnaires were verified by *Entrepreneur* are listed, in order of their ratings, in the shaded areas of the listing. If a company qualified for a ranking within the top 500, its position is listed to the left of its name. Companies that submitted unverifiable data are listed alphabetically beneath those that were verified.

In our ranking, we consider numerous factors, some of which are weighed more heavily than others. The most important ones include financial strength and stability, growth rate and size of the system. We also consider the number of years a company has been in business, the length of time it's been franchising, start-up costs, litigation history, percentage of franchisee terminations and whether the company provides financing. Financial factors are verified by an independent CPA firm.

These factors are objective, quantifiable measures of a franchise operation. We do not measure other less obvious factors such as franchisee satisfaction or management style since these are judgments only you can make based on your own needs and experiences. All companies, regardless of size, are judged by the same criteria.

The remaining information is basically self explanatory. "Where Registered" shows in which of the 13 states (CA, HI, IL, IN, MD, MI, MN, ND, NY, RI, SD, VA, WA and WI) where franchises are required by law to register before they can sell franchises, a franchise company is either registered or planning to register this year. "Available U.S. Regions" and "Seeking Foreign" show what area franchisors are planning to expand to.

The franchisors' growth over the past three years is shown by the number of both franchised and company-owned units for 1996, 1997 and 1998. Another key column lists the total start-up costs necessary to open the franchise (including the initial franchise fee). This figure is affected by real estate and construction costs in different locations, location type, if licenses and bonds often vary. Do not confuse the initial franchise fee, which is listed separately, as well. Additional costs such as royalty fees usually expressed as a percentage of monthly gross sales, are also listed separately.

Some companies provide financing of their franchise fees or their total start-up costs, or even offer equipment or license options for franchisees. The "Type of Financing" category details the kind of financing provided by each franchise company. We've also noted whether the franchise can be operated from home and which companies are seeking multiple units only.

Remember that the Franchise 500 is not intended to endorse, advertise or recommend any particular franchise(s). It is solely a research tool you can use to compare franchise operations. *Entrepreneur* stresses that you should always conduct your own independent investigation before you invest money in a franchise. Read the UFOC and related materials carefully, get help from an attorney and CPA in reviewing any legal documents, talk to as many existing franchisees as possible and visit the outlets. The best way to protect yourself is to do your homework.

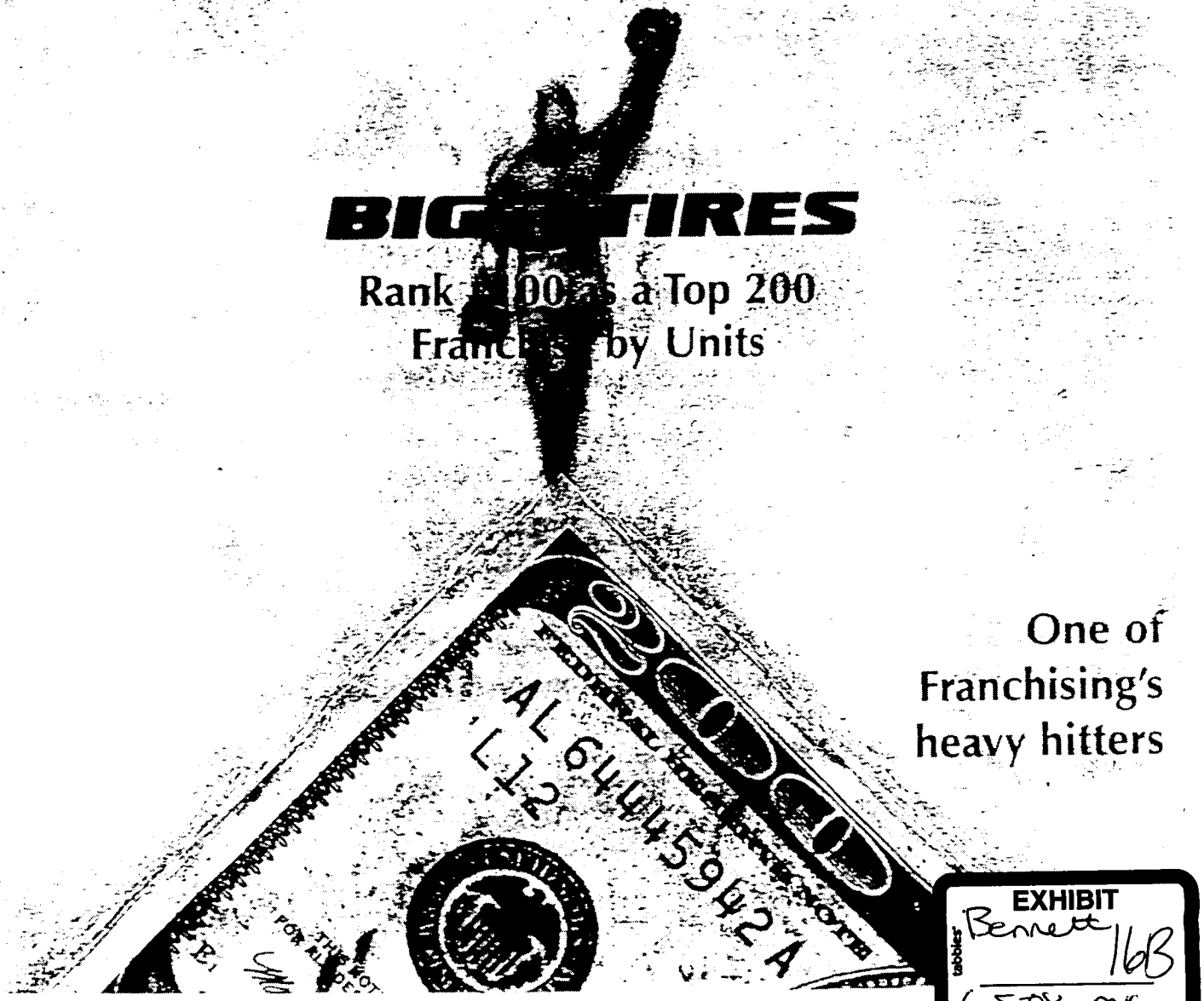
Research compiled by Maria Anton and Lisa Bates with assistance from Lauren Abdel and Marsden Pond. Financial analysis by Donald P. Danko, CPA.

Annual Franchise Review

Franchise Times®

The News and Information Service for Franchising | www.franchisetimes.com | October 2008

TOP 200 FRANCHISE CHAINS



Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett 16B
65 of mc

The Top 200: Franchising's heavy hitters

Once again, McDonald's takes the top spot in Franchise Time's annual Top 200 ranking of the top franchise systems in the world. Anyone surprised? The company generated $38 billion in 1999 revenue in over 26,000 world-wide units. That's a lot of quarter pounders.

What is the *Franchise Times* Top 200? FT's Top 200 ranking is based solely on two quantitative factors: the financial size of the system (i.e. system-wide sales) and the number of operating units. Strength in numbers as they say.

A quick read through of this year's Top 200 franchises will make one think only food and hotel rooms are franchised. Seven of the top 10 are food concepts, and although the top 10 has only one hotel chain—Marriott—the others are scattered prominently throughout the listing.

Last year's contention that Americans had more money than time, which was reflected in the amount of money we're willing to spend on restaurant food, is once again obvious. There are more than 70 franchises that feed us in the Top 200 and only one that wants to help us lose excess pounds (Jenny Craig Weight Loss Centres, No. 108). Who said Americans are obsessed with their weight?

7-Eleven conveniently took second place in our survey for both systemwide sales ($27 billion) and number of units (19,478). Part of the reason may be that 7-Eleven has grown from 17,798 units in 1998 to 19,478 a year later.

The No. 3 whopper-sized chain, Burger King, reported sales of $11.3 billion for 10,850 units. Tricon's three concepts made the top 10: KFC (No. 4), Pizza Hut (No. 5) and Taco Bell (No. 9).

For years, pundits have been predicting that franchising's sales will top $1 trillion by the end of 2000. But, while it appears that number will grow even higher in the next decade, it is noteworthy that the Top 200 franchise systems generated $270.2 billion in system-wide sales in 1999. And, the top ten franchise systems generated almost half of that volume. Talk about size and influence.

And, with a strong economy booming out there, we think it's safe to predict that franchise sales will be even higher next year when we rank the 2001 Top 200. So much for going out on a limb.

—Nancy Weingartner

Big O Tires, Inc.

Ranking Category	Figures	Rank
Worldwide Sales	$450,000,000	88
Domestic Units	466	
Foreign Units	39	
Total Units	505	100

Top 200 Fast Facts

Total World Systemwide Sales:	**$270.2 Billion**
Unit Breakdown	
Total Operating Units:	**305,677**
Domestic:	**231,183**
International:	**74,494**
Percent International	**24%**
Company Versus Franchise Breakdown:	
Company Units:	**64,256**
Franchise Units:	**241,421**
Percent Franchised:	**79%**

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2002

2002

ENTREPRENEUR MAGAZINE'S

TWENTY-THIRD ANNUAL FRANCHISE 500

TIRES

Big O Tires Inc.

CHIEF EXECUTIVE OFFICER

PRESIDENT/COO

Rieva Lesonsky

SENIOR VICE PRESIDENT/EDITORIAL DIRECTOR

RATED NUMBER 1 IN CATEGORY

EXHIBIT

Barnett 16D

6-5-08 mu

2002

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

2002

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett
17A
6508 mc

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
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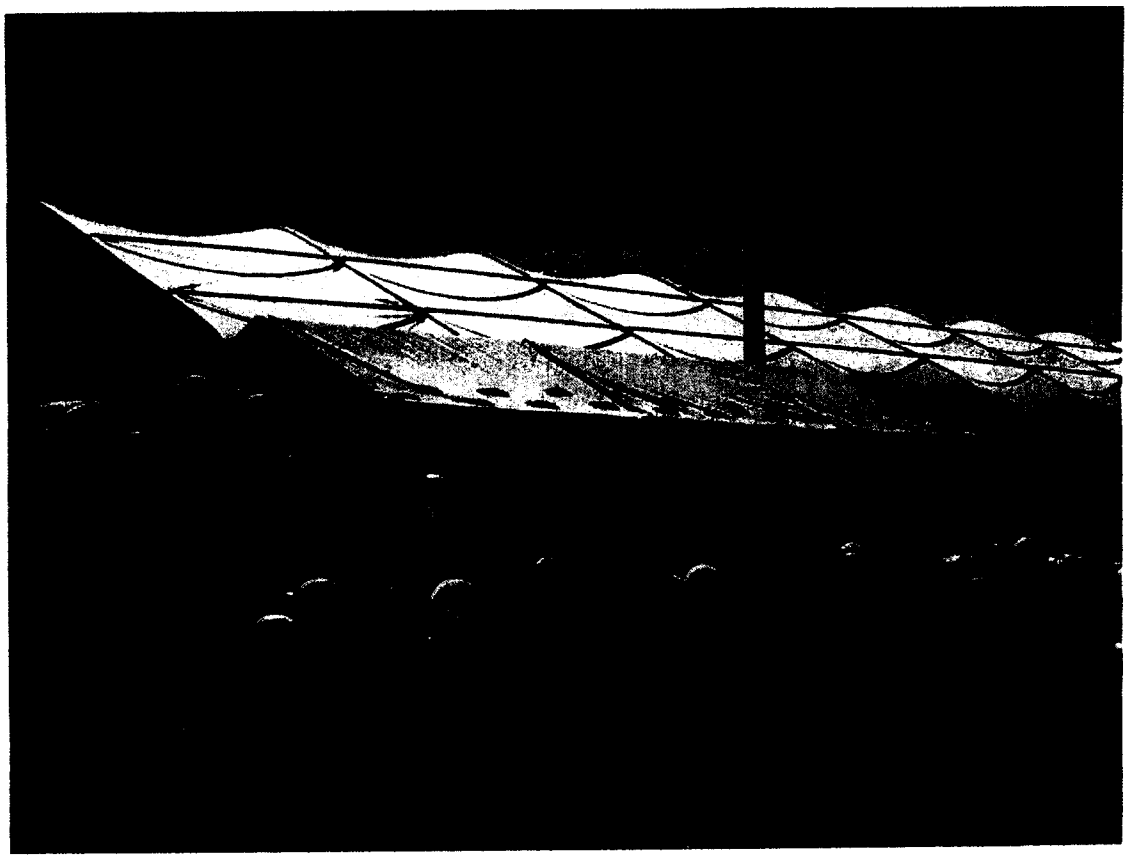
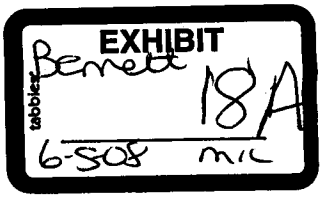
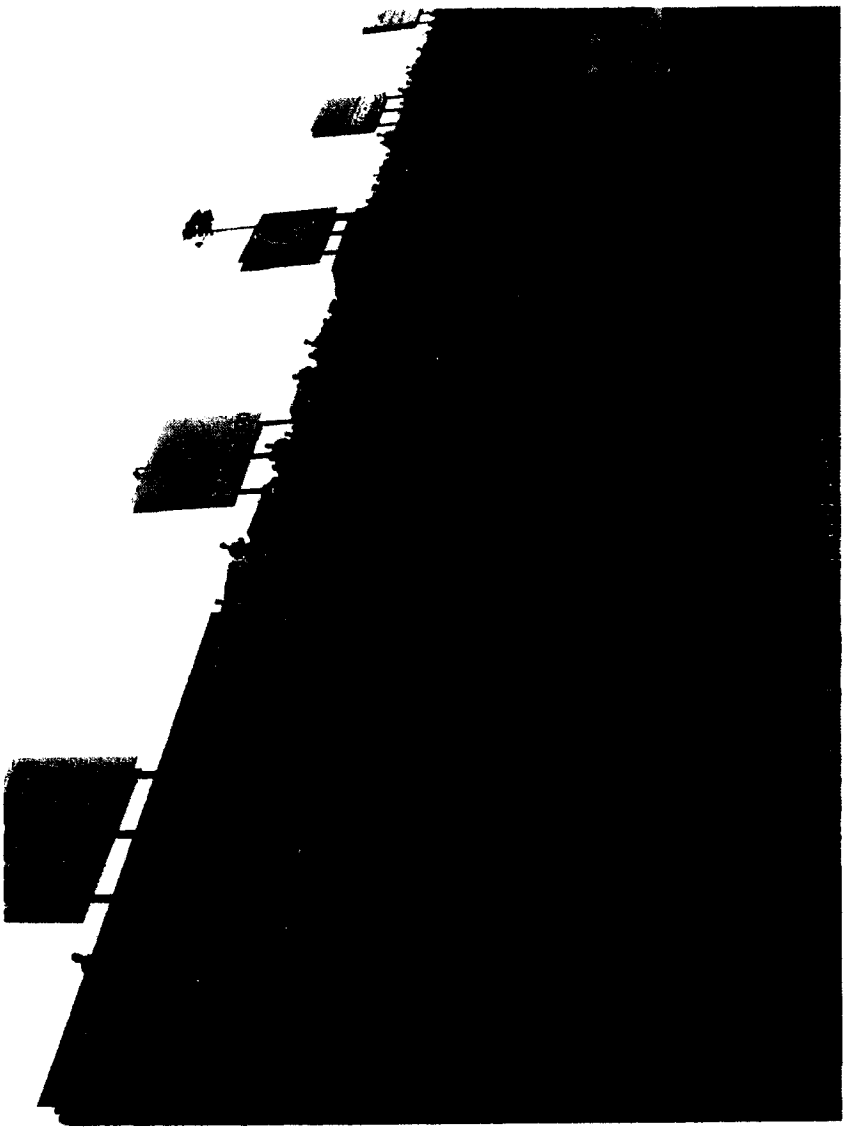


Big O Booth at Jet Car Nationals – Bandimere Speedway, Colorado





Bandimere Speedway in Colorado – Jet Car Nationals

EXHIBIT
tabbies
Bernett
18B
6-508 mc

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Opposition No. 91163791

EXHIBIT
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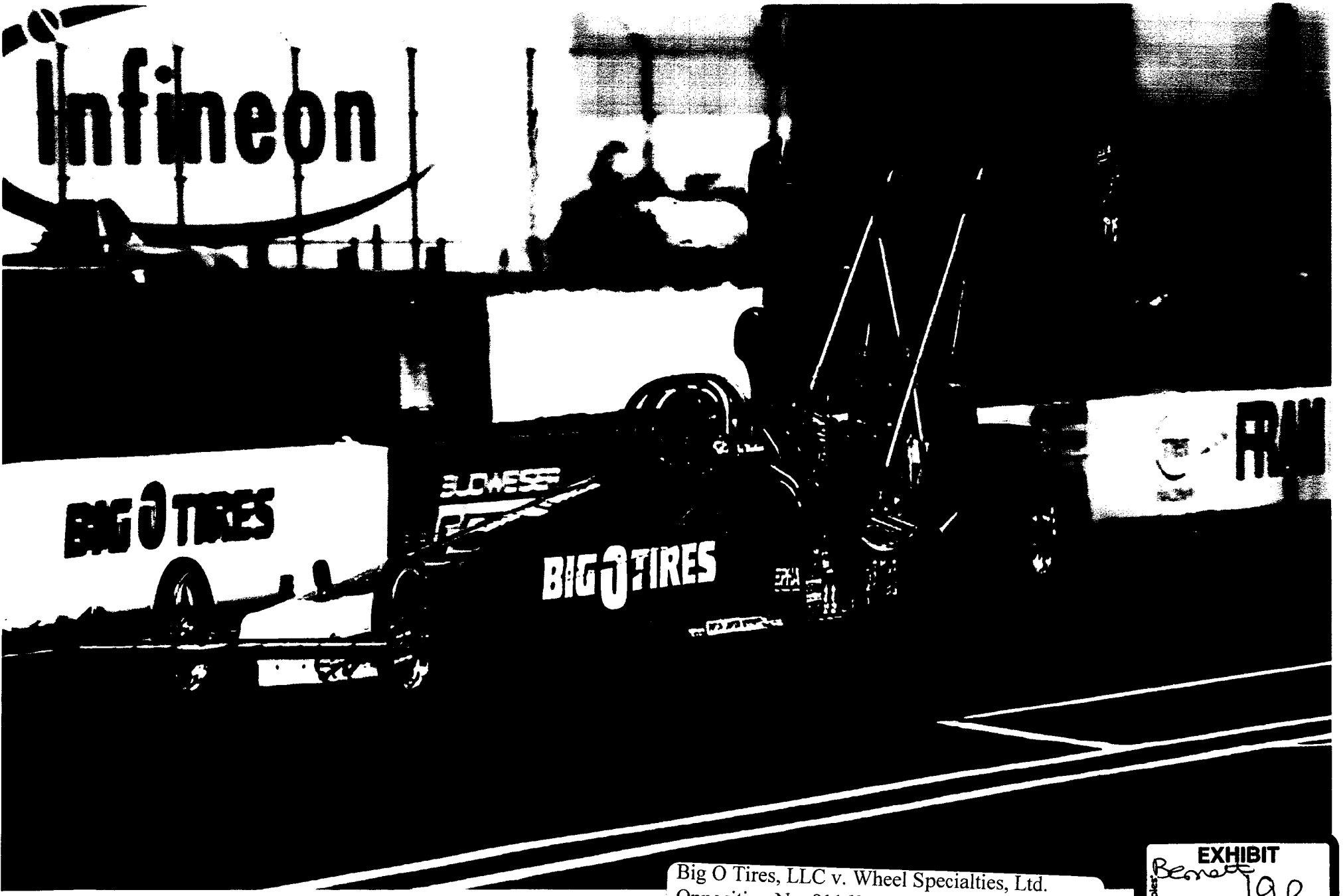

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

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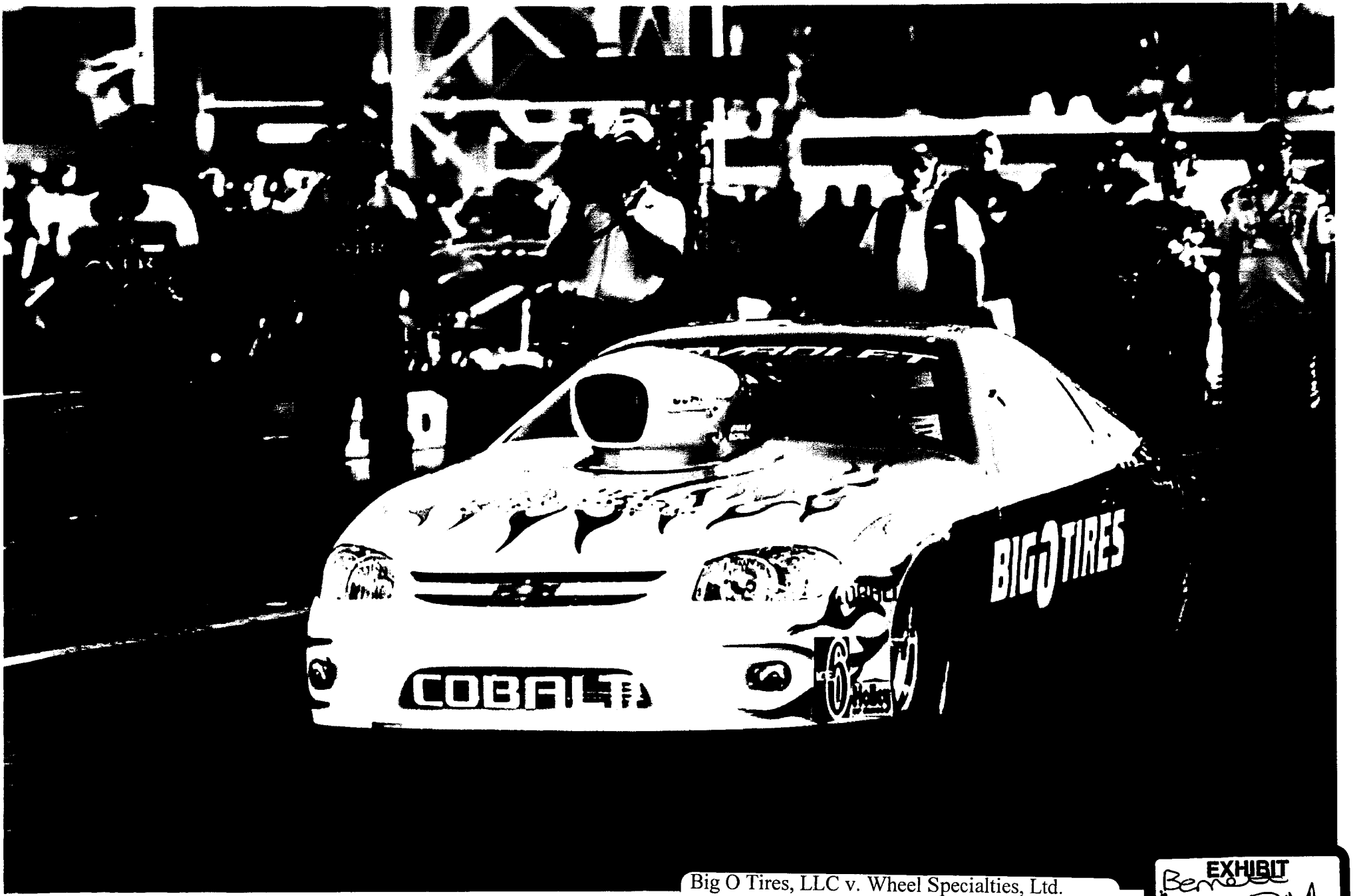

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Opposition No. 91163791

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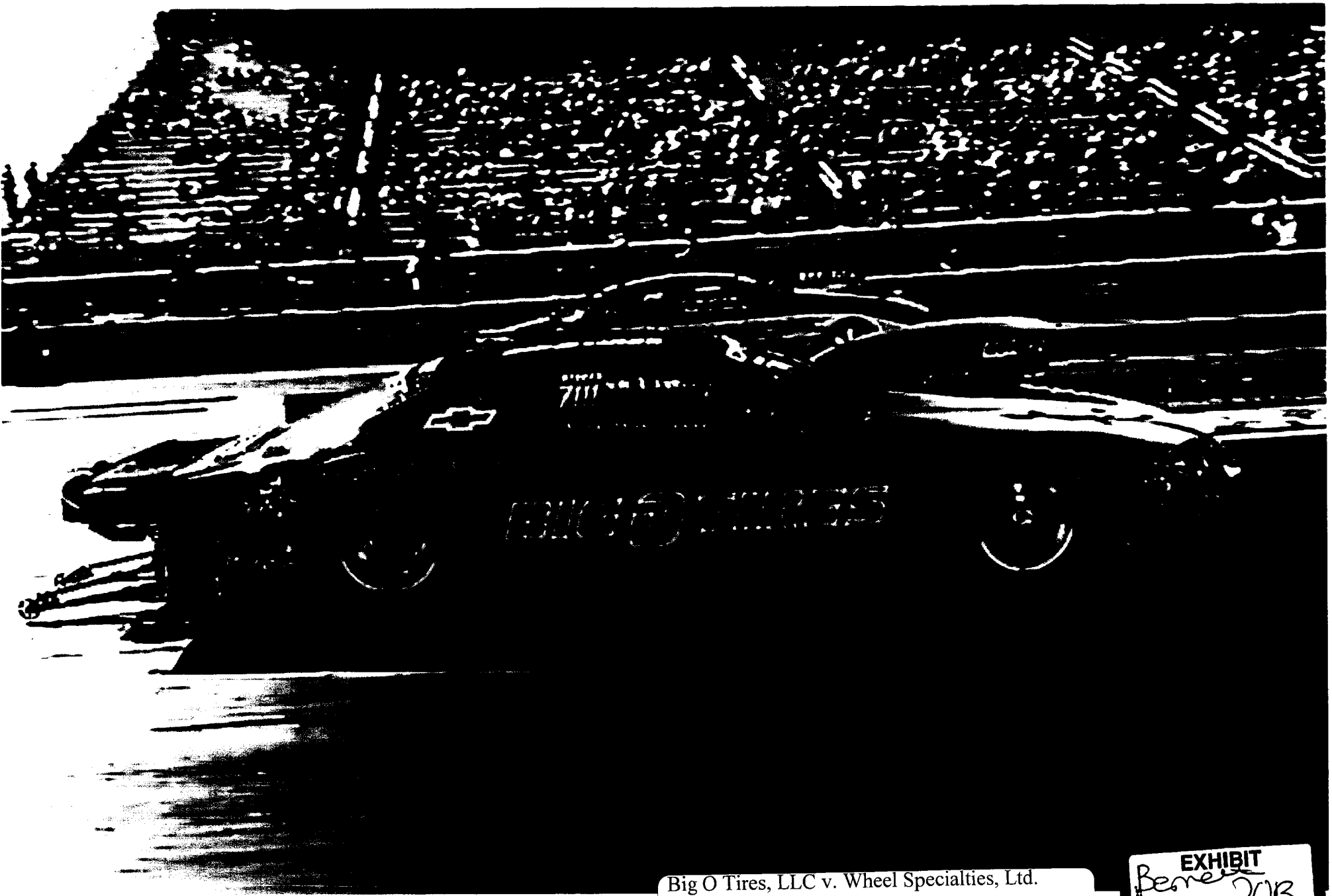

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

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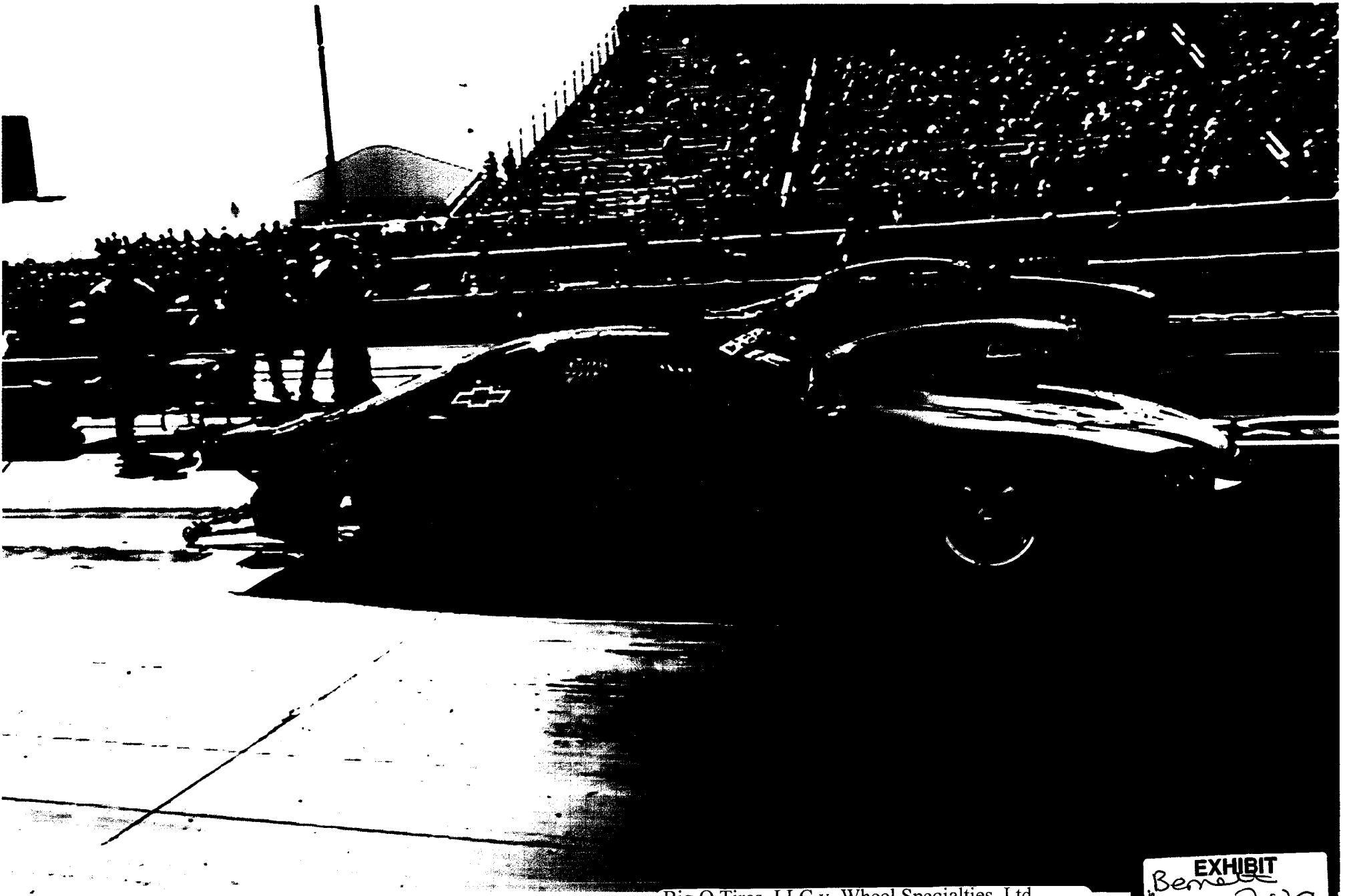

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

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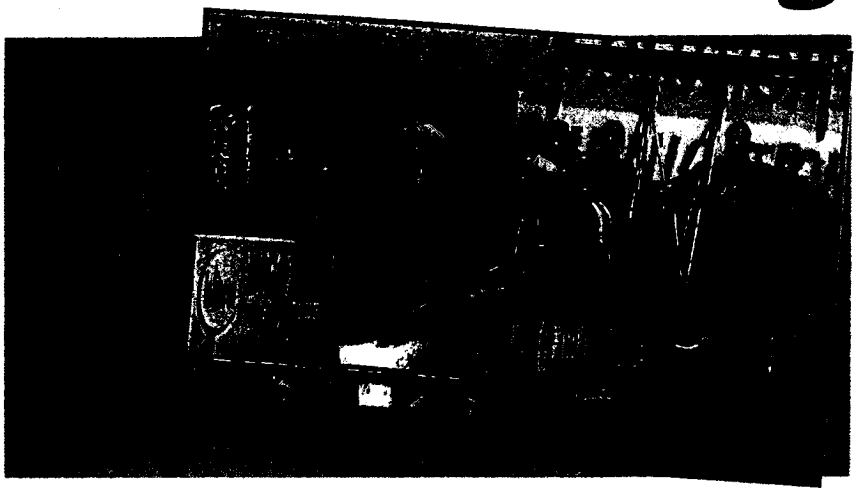
Tire Business Motorsports Update

Life's a real drag



Big O dealer living a dream as owner of a racing team

By Vera Fedchenko

Tire Business staff

SACRAMENTO, Calif.—A lifetime motorsports afficionado, Big O Tires Inc. dealer Bill Windham is living a lifetime dream of owning a race team with the potential to contend for a championship.

Mr. Windham and fellow Big O franchisee Greg Mitchell bought a world-record-holding A-Fuel Dragster operation in May and have been competing in National Hot Rod Association (NHRA) races this season. The two acquired Mitch Myer's car, which holds an elapsed time record of 5.10 seconds for a quarter mile driven at 279 mph and won the 2004 A-Fuel championship.

"It's a dream come true," Mr. Windham said. "I mean this is something I've thought about for a number of years."

For Mr. Windham, the 2005 NHRA season is merely a warm-up to contending for the 2006 championship, and he and his crew are busy putting the needed elements together. Already, Mr. Windham's team qualified at second fastest at its national event debut at the Autolite Nationals at Infineon Raceway in Sonoma, Calif. The car experienced a mechanical problem in

*See **Big O**, page 16*

Big O dealer's race dream takes wing

the first round, but the team did win a trophy for best appearing crew out of four or five other teams, Mr. Windham said.

"We've got a really good crew," he told *Tire Business*. "It's a great car. We're making changes to it. We've done some updates to the car itself. We had to do a chassis update and all that. We're changing some things in the motor, but it's a strong contender."

His dreams don't stop there. Eventually, Mr. Windham said he and Mr. Mitchell hope to "graduate" to the Top Fuel category by 2007. Top Fuel racing involves running cars with superchargers to get higher horsepower and speed, Mr. Windham explained. Currently in the A-Fuel class, Mr. Windham's car drives with injected nitro fuel—the same as Top Fuel cars—but without a supercharger.

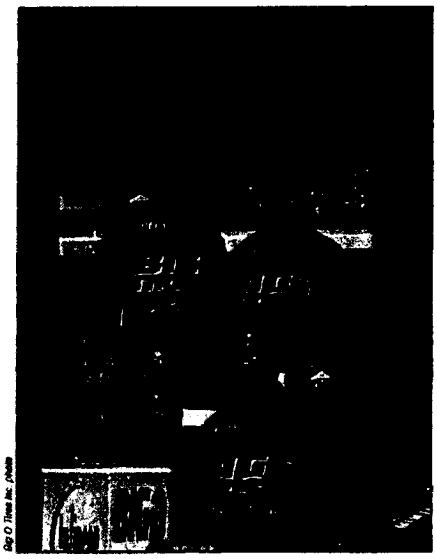
Joe Windham, Mr. Windham's brother, drives the A-Fuel dragster, though Mr. Windham said that if the team expands into multi-car racing then he definitely will share in the driving chores as well.

Big O has partnered with the two men and is the primary sponsor of the team for the 2005/2006 season, the first time the subsidiary of TBC Corp. has joined with a franchisee in a race sponsorship, according to a Big O spokesman. Messrs. Windham and Mitchell also are seeking associate sponsorships from vendors and suppliers as well, since the cost of running an A-Fuel dragster operation is approximately $400,000-$500,000 per year.

"When you get into Top Fuel, it's over $1 million a year," Mr. Windham explained. "When you start moving into nitro-methane for fuel, a lot of times you're going to damage one of the engine's parts. You've got to have more spare parts, more equipment. We're running with seven crew members, and you got a lot of traveling expenses."

The car—which races on Goodyear Eagles—is painted in the company's red, black and white colors and logo, giving Big O further exposure in many of the markets where it operates stores. "I know the dealers in northern California are pretty excited about this car. They feel like it's their car as well," he said.

Store customers also have taken notice of the car at NHRA races and have approached the team for autographs at the Hot August Nights car show in Reno, Nev., where they were displaying the car, he said.



Big O Tires Inc. photo

Racing team owners Bill Windham (above left) and Greg Mitchell, and driver Joe Windham are featured on the front of a promotional handout for their A-Fuel dragster racing venture.

"We have a strong customer base in northern California, and they were definitely excited about the car," Mr. Windham noted. "Just walking through the crowd in our uniforms, people were yelling, 'Hey Big O!' There was just a lot of excitement. Our customers are really getting behind us."

Messrs. Mitchell and Windham, together with Big O, are looking at ways to market their NHRA involvement through selling T-shirts, promoting giveaways, advertising and displaying the car in Big O stores.

Mr. Windham, who operates 10 Big O franchises in the Sacramento and East San Francisco Bay area, started racing locally soon after high school and moved into the NHRA's Super Gas class in the early to mid-1980s. He said his first car was a 1965 Pontiac GTO, which he bought at age 17 and turned into a drag racer after much "tinkering" on his part.

"My passion is with drag racing and NHRA, although I like many forms of motorsports," Mr. Windham said. "I've got dirt bikes, and I like a lot of different motorsports."

He left the sport for a time, then came back to crew chief for a team running a 1968 Chevy Camaro supercharged on methanol and for a supercharged 1970 Chevelle after that.

With a strong desire to own a team, Mr. Windham partnered with Mr. Mitchell, a longtime friend and Big O dealer who operates seven franchises in northern California and who had worked for one of Mr. Windham's crews. Mr. Mitchell said the two talked about owning a team for some time, and when the opportunity came up Mr. Windham didn't have to twist his arm to say yes to acquiring Mitch Myer's team.

Messrs. Mitchell and Windham have been Big O franchise owners for 13 and seven years, respectively. NHRA racing takes them away from their businesses on weekends, but Mr. Windham said laptop computers and e-mail help them to keep up with their businesses while on the road, and many of their track duties are divided up among the crew members.

Both men share responsibilities in the business, promotional and maintenance aspects of their race car and are equally passionate about winning a championship.

Mr. Mitchell admitted he had never dreamed of owning a racing team as Mr. Windham did, though he said he sometimes lives vicariously through his friend.

"I honestly never really dreamed of it, but now I don't know why I didn't because it's so exciting," he said. "It's fun. I'm having a blast."

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

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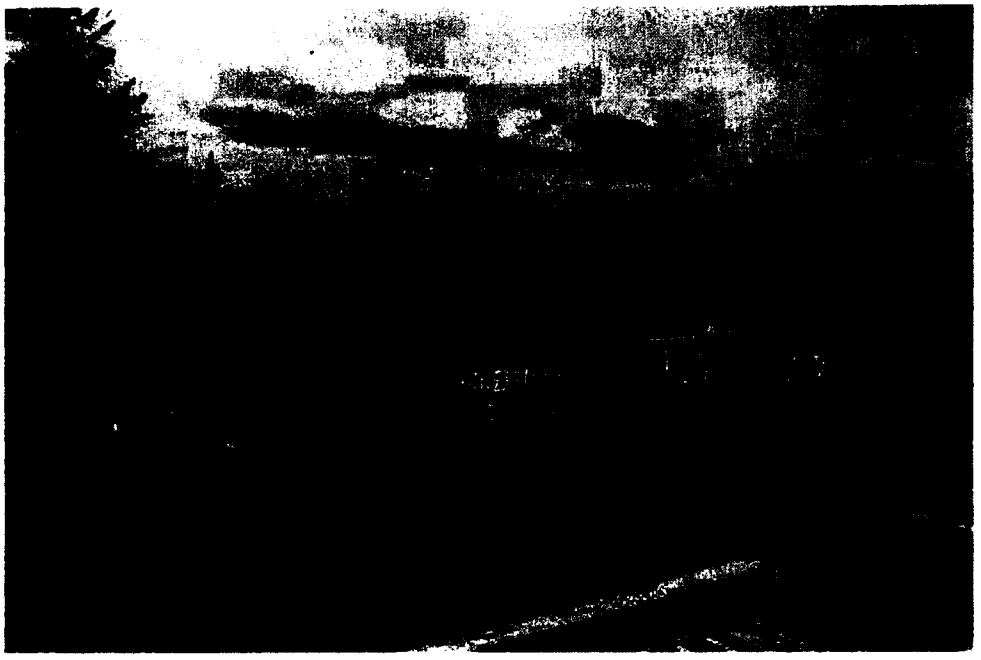
Drag Racing's Internet Maga

Return to C

For a Cause

David Baca races from the heart this season

By Mark Klaas



David Baca is wearing different colors and representing many causes this NHRA Top Fuel season.

Such a campaign has very little to do with covering a quarter-mile strip in less than 4.5 seconds. It has everything to do with people, especially kids and their agonizing pains.

Baca has a soft spot for children,

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

Return to C

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TIA taps Affleck, Anderson for Hall of Fame

BOWIE, Md.—The Tire Industry Association (TIA) has named Norman Affleck, retired president and CEO of Big O Tires Inc., and Craig Anderson, retired president and CEO of Hercules Tire & Rubber Co., to its Tire Industry Hall of Fame.

Affleck

The association also has selected six individuals as historical contributors and recognized a financial analyst as TIA's 2007 Friend of the Industry recipient.

Mr. Affleck was a founding member of Big O and its first president, a position he held for 25 years. Under his management, he recruited many dealers, helped Big O become a leader in retreading, developed a unique warranty and instituted the private brand concept.

Anderson

The company introduced the Big O brand in 1974, a milestone that helped it attract and secure customers, TIA said. Big O now is owned by TBC Corp.

Mr. Anderson joined Hercules in 1976 as vice president of marketing and became chief operations officer in 1981. Under his leadership, Hercules began sourcing tires from Asia in 1979, launched the Tire Dealers Warehouse distribution program in 1987 and acquired Cedco Engineering in 1988 to make Hercules a full-line supplier of equipment and rubber to the retreading industry.

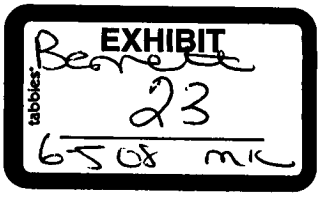
The company also acquired a Mohawk Rubber tread rubber plant from Yokohama Tire Corp. in 1995 and bought Electra Group International of Canada in 1998, which was turned into Hercules Tire Co. of Canada Inc.

Hercules grew during Mr. Anderson's watch to $380 million in sales in 2005 from $56 million in 1976. He became the company's CEO in 2005 when it was acquired by private equity firm FdG Associates L.L.C. Hercules' locations numbered 12 by his retirement, which also occurred in 2005.

The assets of the Cedco and Mohawk acquisitions later were sold to Cooper Tire & Rubber Co.

TIA also selected additional inductees from four companies as "historical contributors." They are indi-

See TIA, page 28



NV-020 DAILY NEWSPAPER
ELKO DAILY FREE PRESS
Elko, NV

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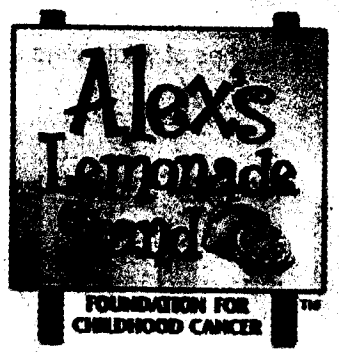
JUNE 30, 2007

CISION

Big O Tires to raise money for children's cancer research

Big O Tires and its over 550 stores, located in 21 states, are partnering with the Alex's Lemonade Stand Foundation to help raise funds for pediatric cancer research.



During the month of July, all Big O Tires stores will provide information to customers about the Alex's Lemonade Stand Foundation. The foundation was started by a young girl named Alexander "Alex" Scott at age four, who while suffering from neuroblastoma, a form of aggressive childhood cancer, began raising funds for research with her own lemonade stand. In August 2004, at the age of eight, Alex passed away knowing that with the help of [illegible] had raised over $1 million to [illegible] cure for all kids with cancer. The charity continues to grow in funds raised and donated to research by millions of dollars annually.

Big O Tires franchisees and the corporate office are donating $50,000 to the foundation and also providing opportunities for their customers to donate directly to the Alex's Lemonade Stand.

"We are excited to help in the cause of finding cures for childhood cancer," said John Adams, president of Big O Tires, Inc. said. "This is our second year in partnering with the Alex's Lemonade Stand Foundation. Designating July as Alex's Lemonade Stand Foundation month at all of the Big O Tires stores provides opportunities for all of our associates and our customers to help in this wonderful cause started by an inspired child in her own fight against cancer."

Stop by any Big O Tires store during July to learn more about a great cause – Alex's Lemonade Stand.

The local Big O Tires is at 330 11th St. in Elko.

Alex's Lemonade Stand, has been nationally featured on Oprah, The Today Show, CBS Early Show, Time Magazine, People, USA Today and others. ALS benefits research and care for children with pediatric cancer. Contributions are primarily gathered through the sale of Country Time Lemonade, a growing list of grocers and manufacturers, and the grass roots sale of lemonade at locations across the nation.

EXHIBIT
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BIG O 01422

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Latest Headlines

Big O raises funds for children's charity

Tire Business staff report©

CENTENNIAL, Colo. (July 14, 2006) — Big O Tires Inc. has partnered with the Alex's Lemonade Stand Foundation (ALSF) to help raise funds for pediatric cancer.

Big O and its more than 540 franchisees are donating $50,000 to ALSF and also providing opportunities for their customers to donate directly to the foundation.

Additionally, all of Big O's stores began holding lemonade stands in their customer waiting areas July 10 to provide information to customers about ALSF. The stands will stay in place through July 15.

ALSF was started when a 4-year-old girl named Alexander "Alex" Scott, while suffering from neuroblastoma, a form of aggressive childhood cancer, began raising funds for research with her own lemonade stand.

"In August 2004 at the age of eight, Alex passed away knowing that with the help of others, she had raised over $1 million to help find a cure for all kids with cancer," Big O said in a statement.

John Adams, president of Big O, said, "Partnering with the Alex's Lemonade Stand Foundation provides opportunities for all Big O associates and also our customers to become aware of this wonderful cause started by an inspired child in her own fight against cancer. This is also an opportunity to give back to the communities that have supported Big O Tires."

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Breaking News Tuesday July 18, 2006 RSS

Goodyear, USW extend current contract agreement

CINCINNATI (July 18, 2006) — Goodyear and the United Steelworkers (USW) union have agreed to extend their current labor agreement beyond the July 22 expiration on a day-to-day basis, the company announced.©

Goodyear to outfit new VW vehicle [redacted]

AKRON (July 18, 2006) — Goodyear Eagle LS-2 tires will outfit the 1007 Volkswagen Eos, the tire maker said.©

Monro's sales modest in tough economic times [redacted]

ROCHESTER, N.Y. (July 18, 2006) — Monro Muffler Brake Inc. saw 4-percent higher sales in the first quarter—in part from the chain's purchase of ProCare Automotive stores—but "challenging" economic factors dampened results, the firm said.©

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> Hankook breaks ground on Hungarian plant
> TIA backs tire fuel efficiency legislation [redacted]
> Pep Boys' CEO resigns
> House committee passes antifreeze bill
> Space shuttle Discovery lands safely in Fla. on
Michelin tires [redacted]

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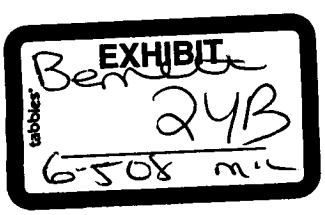
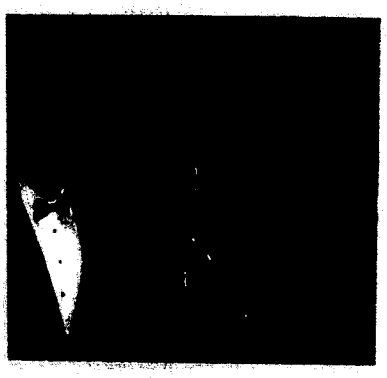


Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791



reat Clips CEO Ray Barton ongratulates Franchisee of the ear award winner Keith halmers as company President hoda Olsen looks on.

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year, **Wyndham Worldwide** will ısor a PGA Tour Event in ensboro called the Wyndham ıpionship which will be the final before the playoffs.

; **Drivers of America** conducted elebrity Long Drive Charity Event nted by American Airlines as part of 006 **RE/MAX** World Long Drive pionship.

keting

er King launched a new multi-year mpaign featuring Sean "Diddy" os on YouTube.com titled yTV." In his new role, Combs will lt relevant marketing and entertain- talent in an effort to enhance the any's profile in the music and ainment industry.

ent **McDonald's** Omnibus survey ıjunction with the launch of the Monopoly Game at McDonald's that Americans would share a $5 ı prize with friends, family or a e charity.

Sanderson & Associates president **Rhonda Sanderson** founded DailyFranchiseNews.com, an Internet blog about franchising.

Sport Clips signed a partnership agreement with the NBA's 2006 Northwest Division Champions, the **Denver Nuggets**.

Teledex partnered with **Accor North America** to deploy ExpressNet AirLink (WiFi) at Studio 6 properties.

Valpak partnered with Buena Vista Television to promote "According to Jim" in syndication.

Milestones

Bennigan's Grill and Tavern opened its 50th international restaurant in Seoul which marked the company's 30th franchise in the foreign country.

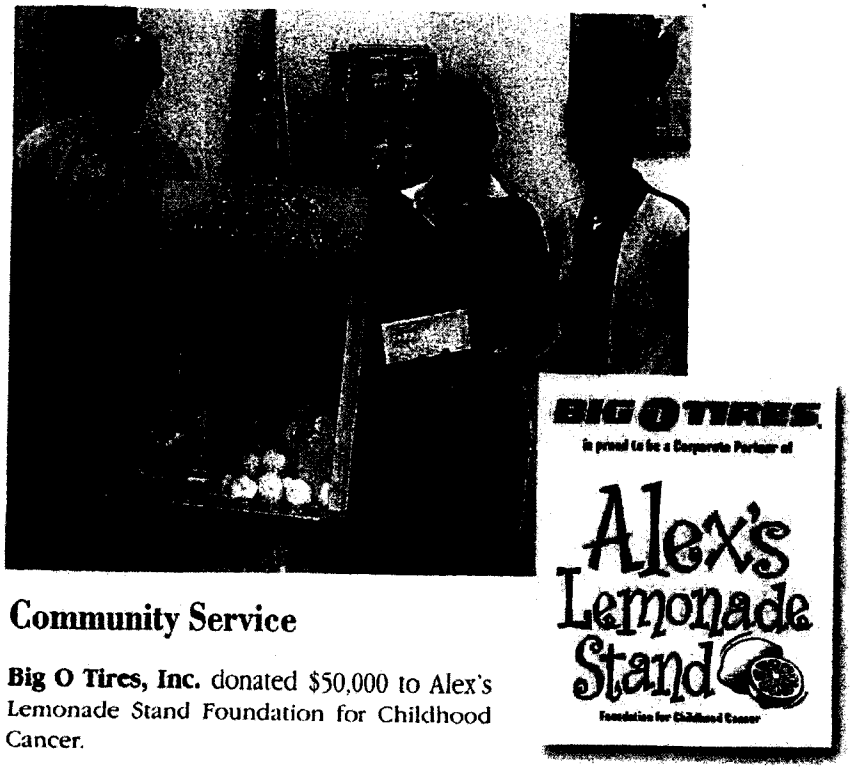
HomeVestors of America bought its 25,000th house in the U.S. The purchase was made by MJS Holdings a HomeVestors franchise in Atlanta owned by **Greg** and **Diane Justice**.

Growth

EmbroidMe granted master licenses to **Grant Archibald** of New Zealand and **Bill** and **Anne Soutar** of the United Kingdom.

GE Capital Solutions, Franchise Finance is funding the construction of six new hotels with a $60 million development line of credit.

SIGN-A-RAMA sold its master licensee flagship store in Madrid and granted a master license to **Steven Jang** in Seongnam-Si, Keyonggi-Doo, Korea. ■



Community Service

Big O Tires, Inc. donated $50,000 to Alex's Lemonade Stand Foundation for Childhood Cancer.

EXHIBIT
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Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

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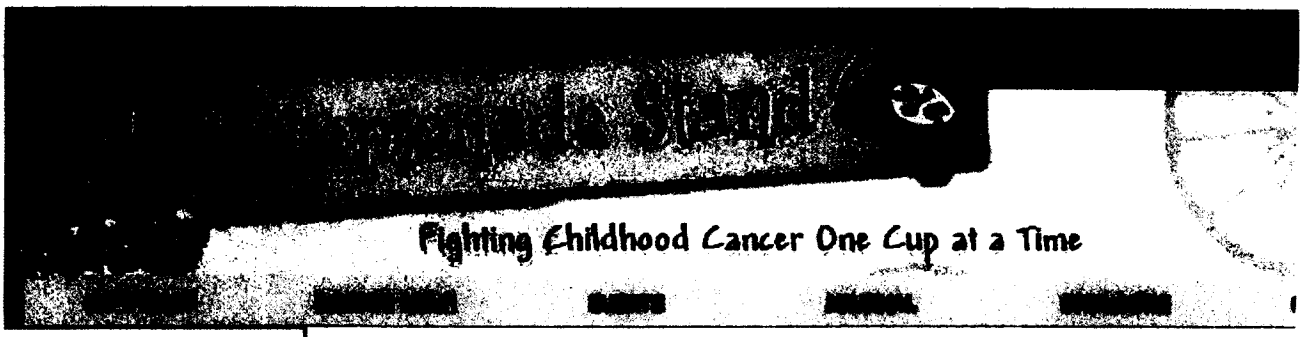

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Introducing the *Alex's Lemonade Theme Song!* Listen now.

Over 540 Big O Stores located in 21 states will hold lemonade stands from July 10 - 15, 2006.

As part of their commitment to fight childhood cancer, Big O has pledged $50,000 to Alex's Lemonade Stand Foundation.

Find a Big O Store near you!

BIG O TIRES

We will work with y business to create perfect sponsorshi

You will make a difference in a chi

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EXHIBIT 24D

Big O Tires, LLC v. Wheel Specialties, Ltd.
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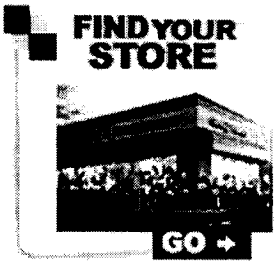

Big O Donates to Pediatric Cancer Foundation

April 5, 2008

Reporter-Times - Martinsville,IN,USA

Mooresville, IN

David Doyle, franchisee of the Big O Tires stores in Mooresville, Muncie and Plainfield, along with Big O Tires franchisees and the corporate office, have donated $50,000 to Alex's Lemonade Stand Foundation each of the past two years. The company and its franchises are committed to doing the same again later this year. Big O Tires stores are also providing opportunities for their customers to donate directly to the ALS Foundation.

Alex's Lemonade Stand (ALS) was started by a young girl named Alexander "Alex" Scott at age four, who while suffering from neuroblastoma, a form of aggressive childhood cancer, began raising funds for research with her own lemonade stand.

In August 2004, at the age of eight, Alex passed away knowing that with the help of others, she had raised over $1 million to help find a cure for all kids with cancer. The charity continues to grow in funds raised and donated to research by millions of dollars annually. To date, in excess of $10 million has been raised.

Alex's Lemonade Stand (ALS), has been nationally featured on the Oprah Winfrey Show, The Today Show, CBS Early Show, Time Magazine, People, USA Today and others. ALS benefits research and care for children with pediatric cancer. Contributions are primarily gathered through the sale of Country Time Lemonade, a growing list of grocers and manufacturers, and the grass roots sale of lemonade at locations across the nation.

Big O Tires, LLC serves over 535 franchised stores, primarily in the Western and Midwestern states, and also distributes tires and other automotive service products to Associated Dealers in Western Canada. Since 1996, Big O Tires has operated as a subsidiary of Florida-based TBC Corporation. TBC and its subsidiary companies were acquired by Sumitomo Corporation of America in November 2005.

To obtain further information on becoming a Big O Tires Franchisee, contact our Franchise Qualifications Specialist at 1-800-622-2446 or send an e-mail to

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Big O Tires, LLC v. Wheel Specialties, Ltd.
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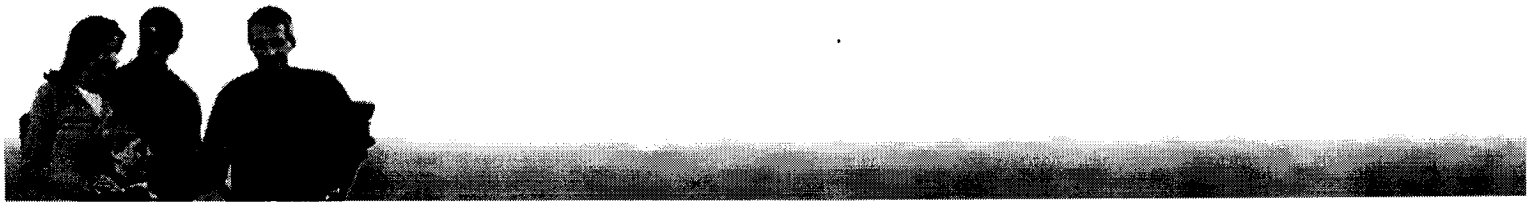
franchise@bigotires.com.



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Liggett, David

From: Alex's Lemonade Stand Foundation [lizandjayscott@alexslemonade.com]
Sent: Friday, March 30, 2007 10:11 AM
To: Liggett, David
Subject: Lemonade Gazette Edition II

FOUNDATION FOR CHILDHOOD CANCER™

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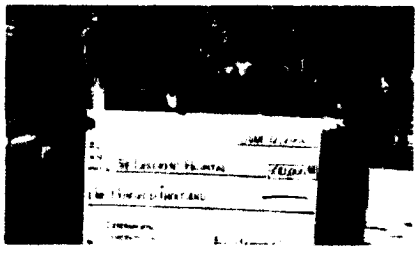
Lemonade Gazette

The people & events making headlines in the world of childhood cancer

Edition II, 2007

Expanding Access to New Agents for Cancer Treatment for Kids



Alex's Lemonade Stand Foundation presented Dr. Lia Gore, an oncologist at Denver's Children's Hospital, with a $100,000 grant to support her study: *Expanding Access to New Agents for Cancer Treatment.* The goal of Dr. Gore's study focuses on improving the chance of a cure and the overall quality of life for all children with cancer by using therapies that are less toxic and more targeted.

How is this grant making a difference?

"Funding from Alex's Lemonade Stand, has allowed us to treat more kids and bring more hope

Top Story

A Boy's Best Friend

by: Tim Laskowski, Alex's Lemonade Stand Volunteer

August 1, 2004 was a day that many of us will never forget. It was the day that Alex Scott passed away. But more than that, August 1, 2004, was an eye opening experience for many of us who knew so very little about pediatric

belief that any amount brought in helps to find a cure for cancer. As adults we look at the big picture, i.e. raising millions because we know that's what its going to take, but the kids look at a nickel or their piggy banks just as much.

I thought about rewards for the class who raised the most, but thought again that this was not about rewarding in a way like that but rather the rewards one gets for doing something good and worthwhile. I believe that not only my class felt good about what they did, but the whole school was proud. And proud they were when we tallied up the final amount and found out that not only did each class collect at least $25.00, many classes doubled that amount and in the end Boonville Elementary raised $733.45!

We hope that other schools will follow our example and incorporate Alex's mini-stands into their fundraising. Make your own stand at: www.alexslemonade.org/mini_stand.php

Companies That Are Making A Difference

Gunther Toody's Diner
An American Classic

BIG O TIRES.

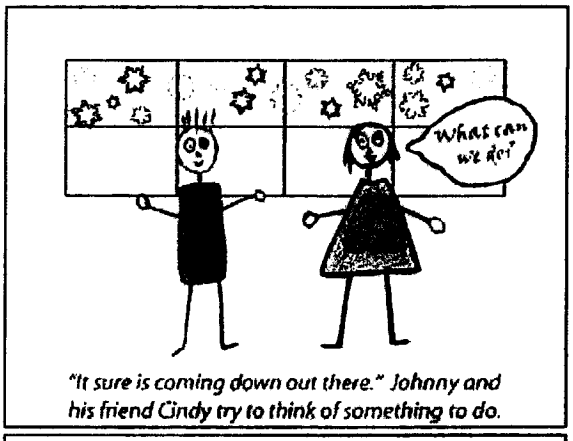
by Ligia Richter, ALSF staff member

Big O Tires and Gunther Toody's Come Together for a Cure

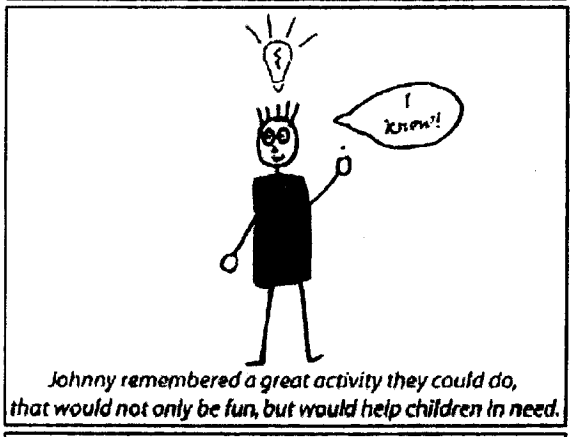
Big O Tires sponsored a fund-raising drive for Alex's Lemonade Stand Foundation at their 540 franchise locations in 21 states. Each store had a lemonade stand set up in its waiting area with information about the foundation. This campaign succeeded in increasing awareness of childhood cancer, inspired kids to host their own Alex's Lemonade Stands and raised funds for research. Big O Tires also made a corporate donation of and all the people that helped make Alex's Lemonade Stand possible at "Main in Motion". Great job to the boys of Cub Scout Pack 490 for all their hard work and dedication. Keep up the great work!

Johnny and the Great Idea

cartoon by: Smitty McDuff



"It sure is coming down out there." Johnny and his friend Cindy try to think of something to do.



Johnny remembered a great activity they could do, that would not only be fun, but would help children in need.

Johnny knew that it's never too cold to hold an Alex's Lemonade Stand...

Quick Links

2 of 3

$50,000 to Alex's Lemonade Stand.

Donate Online Now
Register Your Stand
Newsletter Archive
Our Blog
More On Us
Gift Shop

Join Our Mailing List!

Gunther Toody's Diner, a family oriented restaurant, hosted lemonade stands at its seven locations in Colorado for five weeks. For a suggested donation of $1, diners could enjoy a tall cool glass of lemonade and help the cause. With the support of their customers, Gunther Toody's was able to raise an amazing $20,000!

Mr. Steve Steffens from Big O Tires and Mr. Tim Leonard from Gunther Toody's proudly agreed to represent Alex's Lemonade Stand Foundation during a $100,000 research grant presentation to oncologist Lia Gore at Children's Hospital in Denver. Dr. Gore received one of 40 research grants distributed by the foundation to 30 different hospitals across the country. Details about this research grant "Expanding Access to New Agents for Cancer Treatment" is located on the front page of this month's gazette.

To learn more about research money in action visit our web site grant section at:
www.alexslemonade.org/grants.php

Also visit www.bigotires.com & www.gunthertoodys.com

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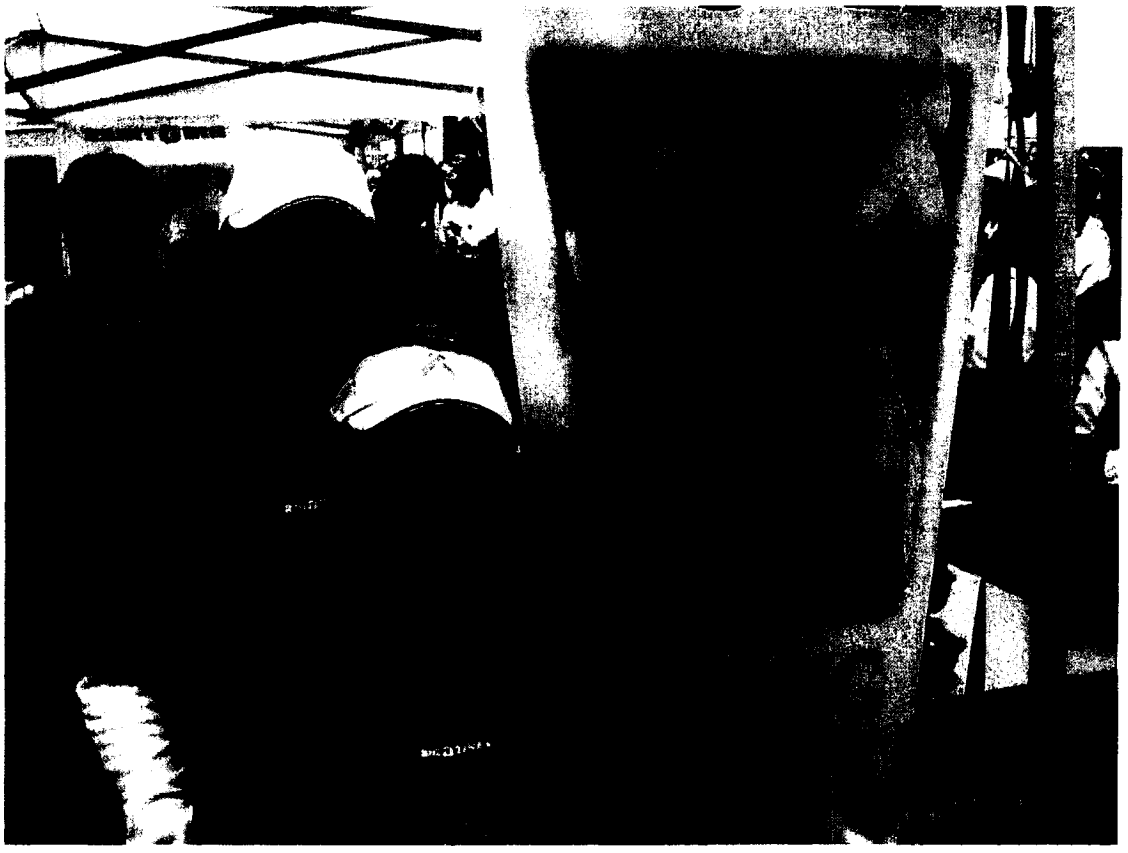
alex's lemonade stand foundation | 333 lancaster avenue #414 | Wynnewood | PA | 19096

3 of 3

Big O Tires Booth – Susan G. Koman – Race For the Cure - 2006

EXHIBIT
Bernett
25A
6-5-08 mc

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791



Big O Tires Booth at the Susan G. Koman – Race for the Cure 2006

EXHIBIT
Benedict
2SB
6-5-08 mk

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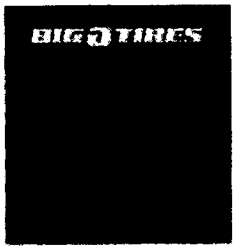
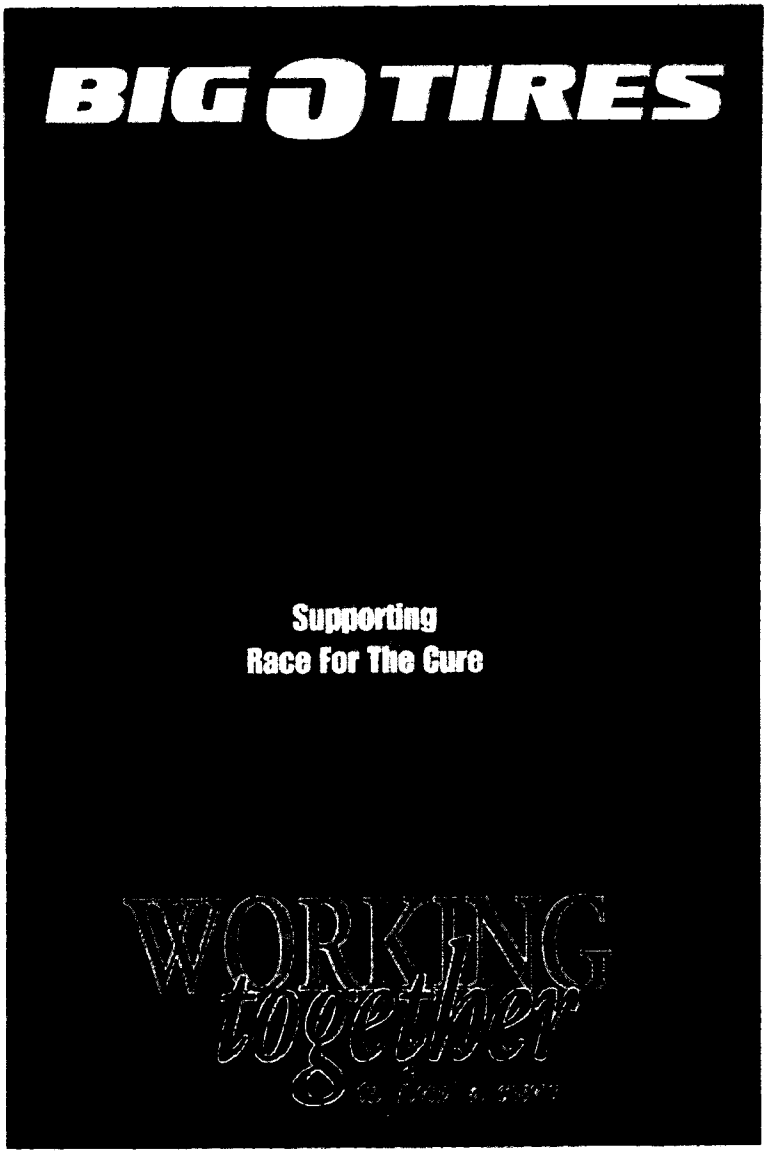
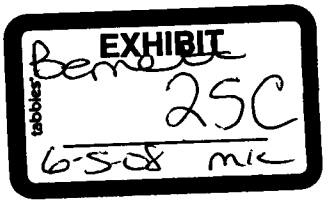
Opposition No. 91163791



Center front of shirt below neckline



Center Back of black t-shirt



FranPAC gains $24,000 during Franchise Appreciation Day

Popular Silent Auction gearing up for IFA annual convention

tabbies
EXHIBIT
6-30-06 MC

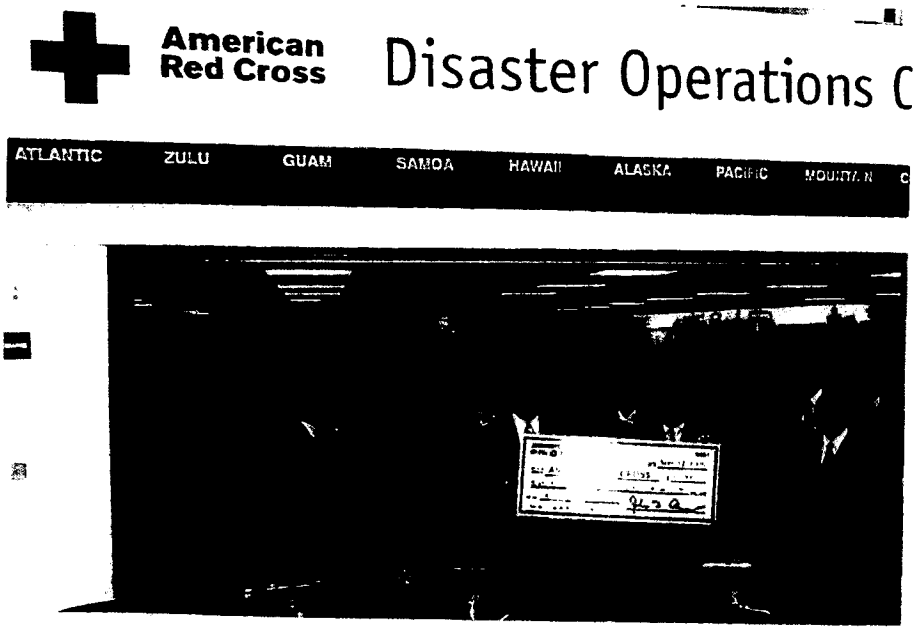
During IFA's 2005 Franchise Appreciation Day, association members contributed an additional $24,000 for FranPAC, IFA's political action committee which supports pro-business, pro-franchising candidates for the House of Representatives and Senate. The First FranPAC Congressional Dinner, which will become an annual event, was sponsored by Marriott International, IFX Online, Fishman Public Relations, FisherZucker, and Fran-Systems Worldwide. The dinner, which raised $14,000 was held at the Caucus Room restaurant and was attended by two members of Congress who are also franchisees: Reps. Dan Boren (D-Okla.) and John Tanner (D-Tenn.).

Another $10,000 was contributed to FranPAC through a wine raffle. Congratulations to winners John Pollock of the Philly Franchising Co., Darrell Johnson of FRANData, Ken Walker of Meineke Car Care Centers, and Ann Rosenberg of Let's Make Wine.

The next FranPAC event will be the ever-popular annual Silent Auction February 26th and 27th during IFA's upcoming 46th Annual Convention in Palm Springs. Bidding will be open to all IFA members. Last year, the Silent Auction raised a record-setting $51,000 for FranPAC.

For information about how to donate items to be auctioned or to sponsor the Silent Auction financially, contact IFA Director of Government Relations Matt Lathrop, 202-662-0792 or mlathrop@franchise.org. ■

Big O Tires Presents $65,000 to American Red Cross



Franchise Appreciation Day attendees from Big O Tires took a little side trip away from Capitol Hill during their visit to Washington, D.C. in September. They dropped by the bustling headquarters of the American Red Cross and presented a check for $65,000 to the agency to aid in hurricane relief.

Funded by donations from Big O's 560-plus franchisees, the corporate entity and parent company TBC Corp., the check was handed over by Lagrange, Ky. franchisee Greg Kimberlin, chairman of the company's Franchise Advisory Council.

"All of us who work in the Big O Tires system were deeply moved by the difficult circumstances our citizens experienced from the effects of Hurricane Katrina," Kimberlin said. "We support the efforts of the American Red Cross as they work to improve the lives of those who have literally lost everything."

Karen Ogden, development officer of disaster fundraising for the American Red Cross accepted the check at their national headquarters. ■

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

BIG O 01444

IN-D400 DAILY NEWSPAPER
THE LEBANON REPORTER
Lebanon, IN

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Daily

SEPTEMBER 23, 2005

Bacon's

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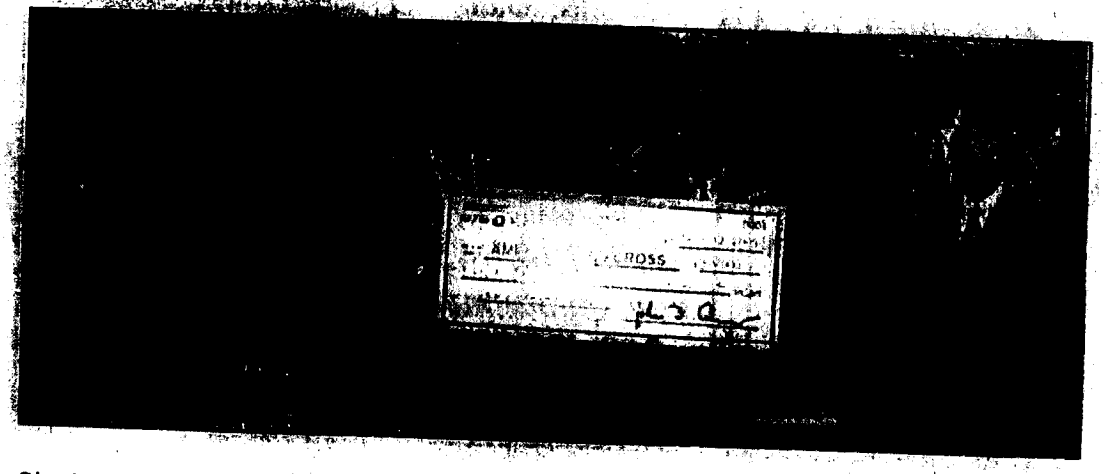
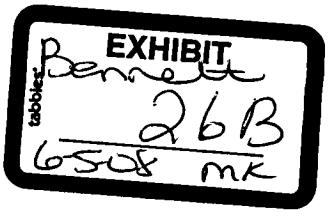


PHOTO SUBMITTED

Big O Tires, which has a store in Lebanon, made a $65,000 donation to the Red Cross this week to help those suffering from the effects of hurricane Katrina.



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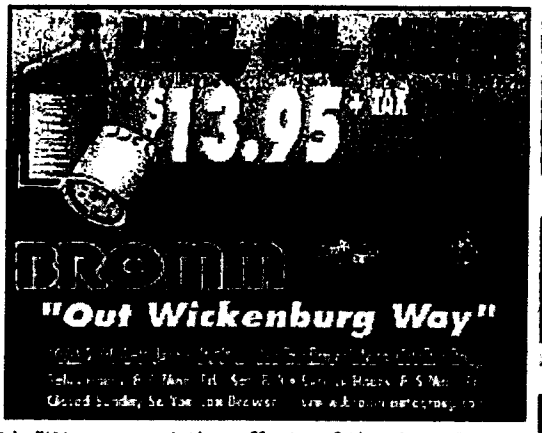
Big O donates $65,000 to American Red Cross

A check for $65,000 was presented last week at the headquarters of the American Red Cross from Big O Tires.

The donation was provided to help fund Katrina relief efforts and was funded by the company's more than 560 franchisees as well as from Big O Tires, Inc. and its parent company, TBC Corp.



Greg Kimberlin, a Big O franchisee from the Lagrange, Ky., area, and chairman of the company's Franchise Advisory Council presented the check on behalf of all the franchisees and the company while attending meetings in the Washington, D.C., area.

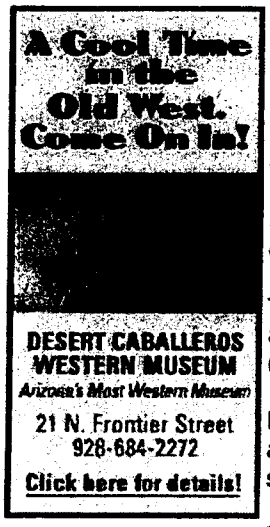
"All of us who work in the Big O Tires system were deeply moved by the difficult circumstances our citizens experienced from the effects of Hurricane Katrina," Kimberlin said. "We support the efforts of the American Red Cross as they work to improve the lives of those who have literally lost everything."

The Big O franchisees who were in the Washington, D.C., area for five days also participated in the Franchise Appreciation Days activities held in the nation's capitol and sponsored by the International Franchise Association.

Big O Tires serves more than 560 franchised stores, primarily in the Western and Midwestern states, and also distributes tires and other automotive service products to Associated Dealers in Western Canada.

Since 1996, Big O Tires has operated as a subsidiary of Memphis-based TBC Corporation.

TBC Corporation is one of the nation's largest marketers of automotive replacement tires through a multi-channel strategy. The Company's retail operations include company-operated retail centers under the "Tire Kingdom", "Merchant's Tire & Auto Centers" and "National Tire & Battery"



More News

Technical Committee plans review of Wickenburg Ranch

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791

EXHIBIT
Bennett
26C
6508

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- Golf course reopening now slightly delayed
- Local resident experiences frustration in Baton Rouge
- This Week in Wickenburg History
- Entries still accepted for Komen Race for the Cure
- Gold Nugget Art Gallery announces season schedule
- Sales tax audit generates new town revenue
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- Casa Ranchera now open
- New law prevents costly fax regulations
- New Double J Self Storage office opens
- Big O donates $65,000 to American Red Cross

brands and franchised retail tire stores under the "Big O Tires" brand.

TBC markets on a wholesale basis to regional tire chains and distributors serving independent tire dealers throughout the United States and in Canada and Mexico.

The company's proprietary brands of tires have a longstanding reputation for quality, safety and value.

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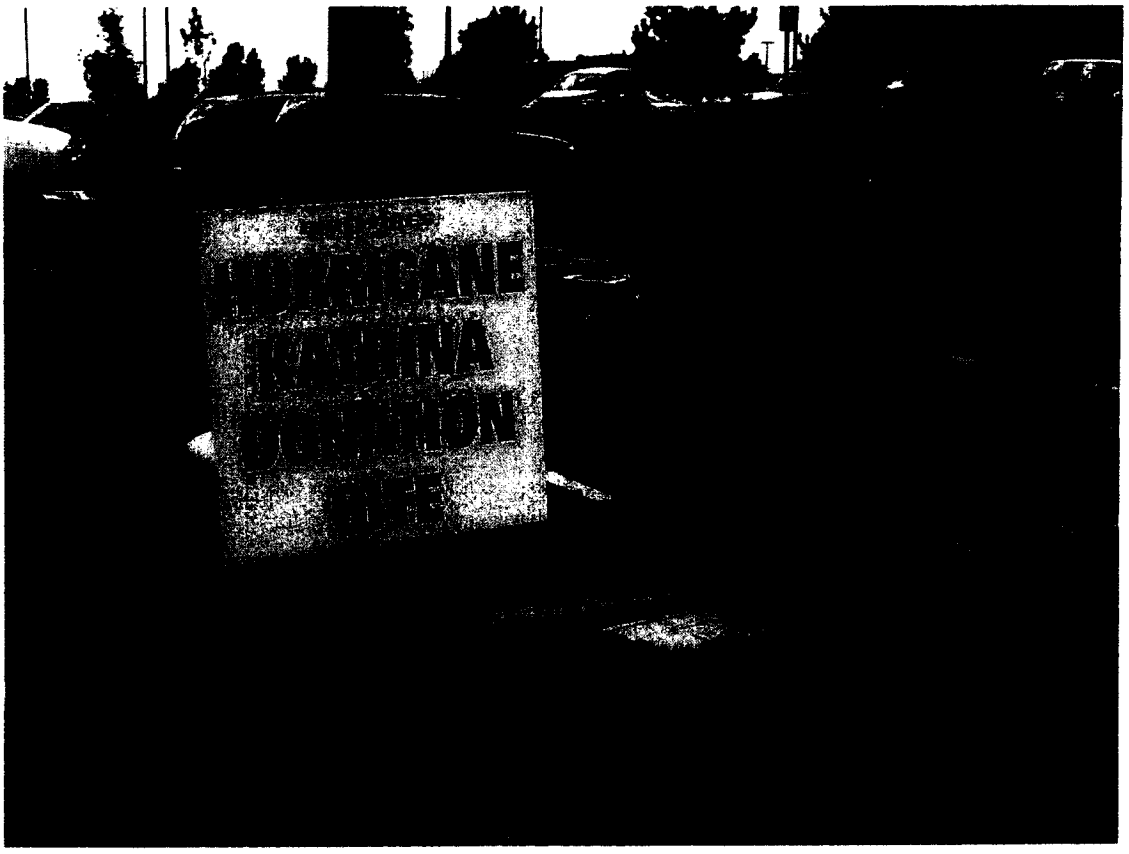

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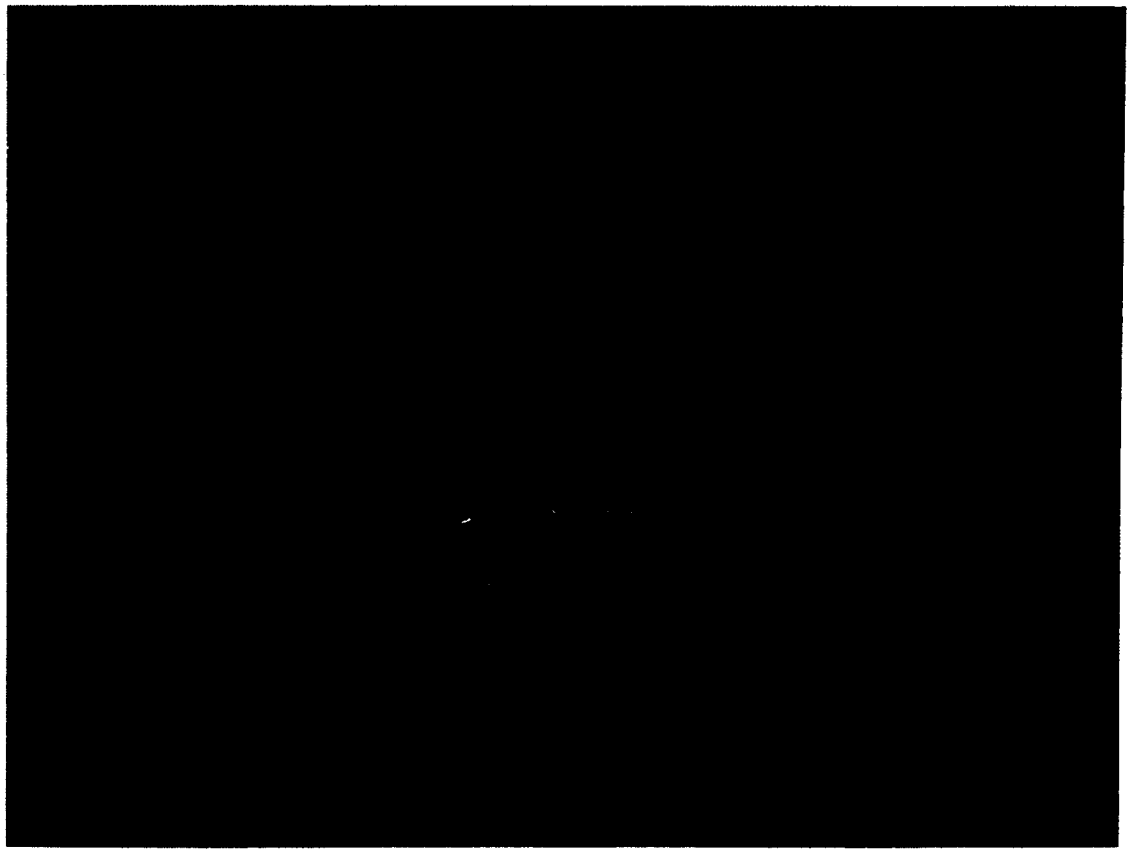
Opposition No. 91163791



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6-5-08 ml
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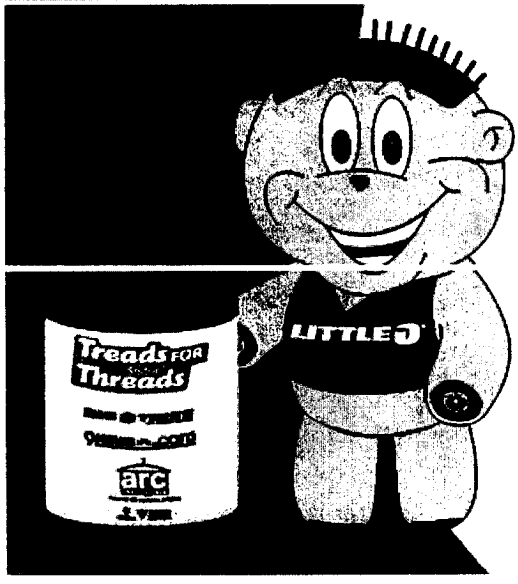

Winter Clothing Drive

Thank you Colorado! Your winter "threads" made the Treads for Threads clothing drive a huge success in 2007. Over 5,800 pounds of clothing was collected during the event – an amazing accomplishment for the first year.

This year's event will take place from December 3 through January 18th. Bring your winter clothing to any one of our 40 Front Range Big O Tires Locations. Help us collect over 10,000 pounds for Colorado's less fortunate.

Big O Tires and arc Thrift Stores will distribute your donations to over 1,200 people at Volunteers of America's "Dinner for Those Who Hunger" event on January 21st.

BIG O TIRES FIND A LOCATION

See the 2007 Event Photos

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TIRE REVIEW

Big O Awards Scholarships to 13 Students

AUGUST 18, 2006

Category: **North America**

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(Akron/Tire Review) Big O Tires Inc.'s Big O Tires Scholarship Fund awarded college scholarships to 13 students. Five students were awarded $2,500 each and eight received $1,000 each.

Students receiving scholarships include residents of Arizona, California, Colorado, Indiana, Kentucky, and Montana.

"The Big O Tires Scholarship Fund receives donations into the fund from Big O and its franchisees and individuals employed with Big O," said Susan Hendee, Big O Tires Scholarship Fund president. "We appreciate the generosity of those who provide the funds to help finance some of the educational expenses of the scholarship recipients and we congratulate those who were awarded the scholarships."

Heather Christensen of Lakeside, Mont., received the Vern Nielsen Memorial Scholarship, which honors Vern Nielsen, a long time Big O franchisee in Pocatello, Idaho, who passed away in 2004.

Hannah Story of Santa Rosa, Calif., received the Mark Boyter Memorial Scholarship.

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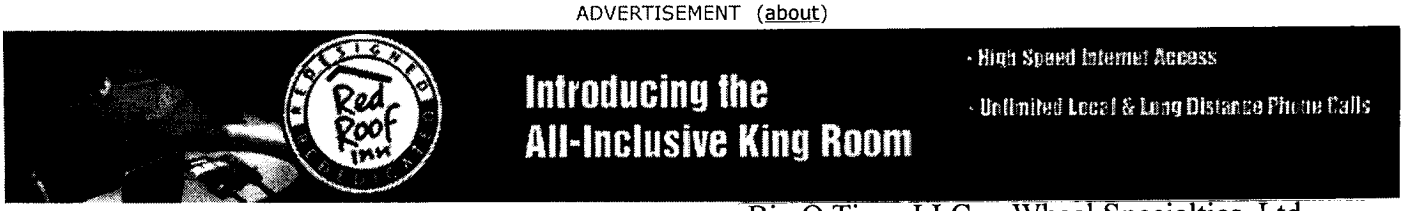

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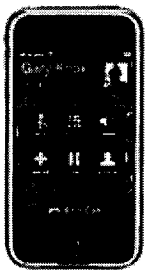

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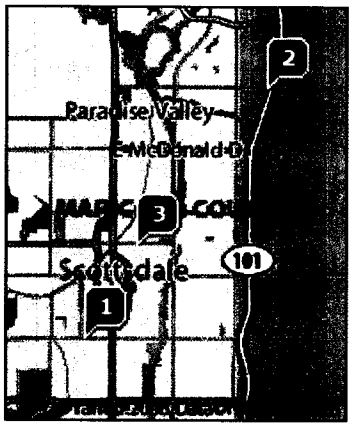

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www.bfgoodrich**tires**.com/ - 45k - Cached - Similar pages - Note this

Dunlop **Tires**

Manufacturer of passenger, sport, performance, truck and SUV **tires**. Company information, product catalog, retailer locator and a **tire** care and maintenance ...
www.dunlop**tires**.com/ - 15k - Cached - Similar pages - Note this

Toyo **Tires** - Home

Manufactures passenger and truck **tires** as well as giant off-the-road **tires**.
www.toyo.com/ - 20k - Cached - Similar pages - Note this

News results for **tires**

A roundup on **tires** - May 31, 2008
We've covered a litany of topics in this column, and by all rights, **tires** should have come up a lot sooner in the conversation. "The **tire** is probably the ...
Boston Globe - 3 related articles »

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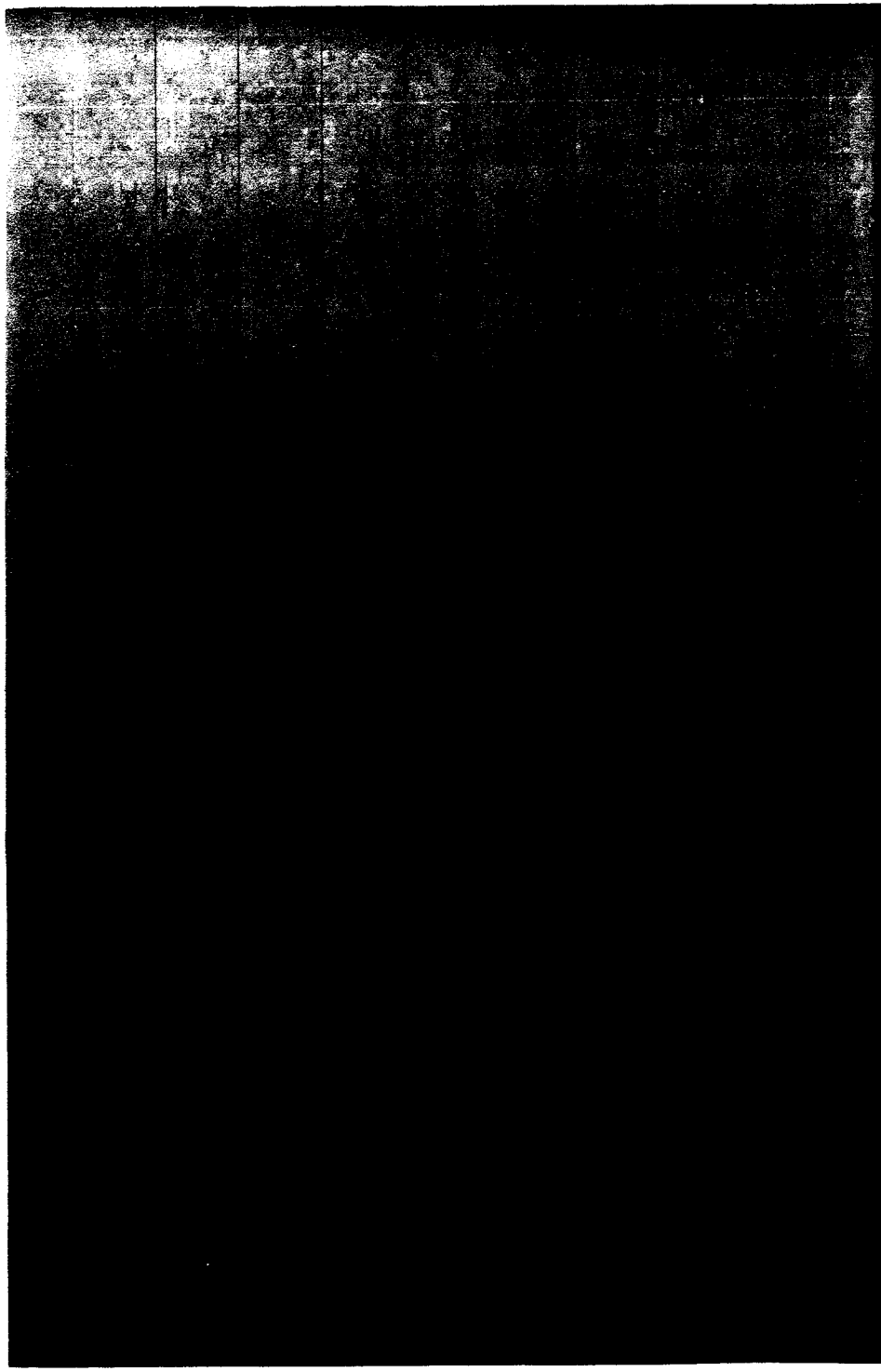

BIG O TIRES.

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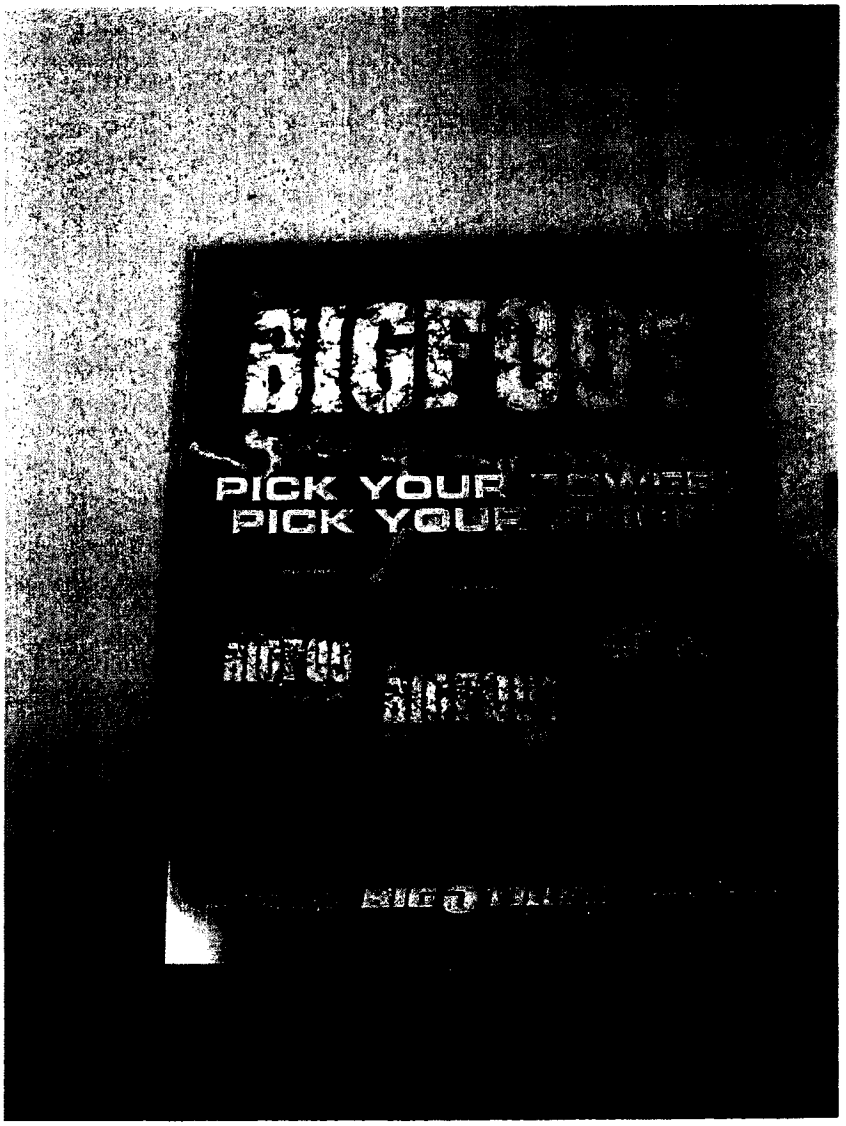
Featuring "Under The Big O Sign"

By Jon Cross

Big O Tires, LLC v. Wheel Specialties, Ltd.
Opposition No. 91163791



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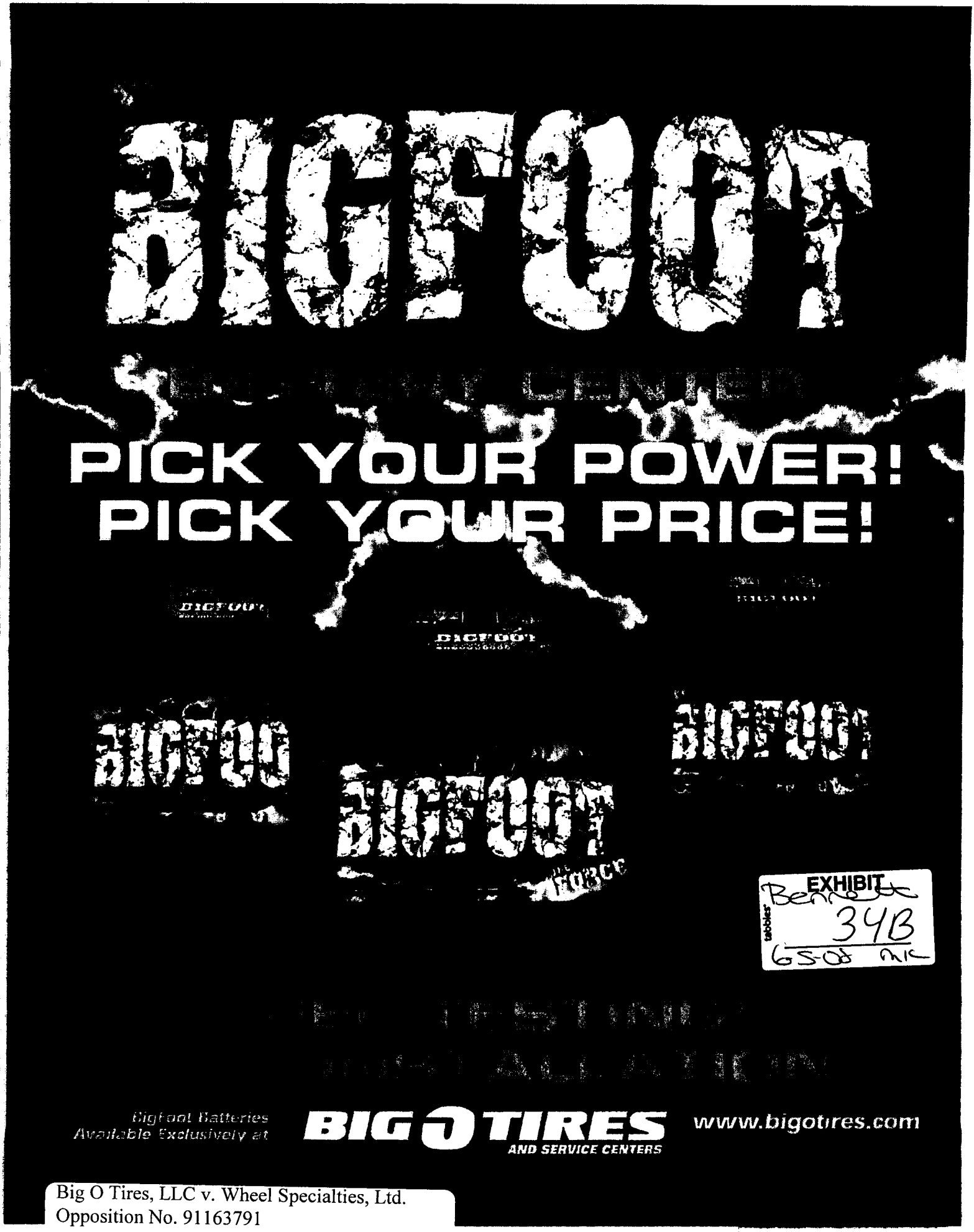

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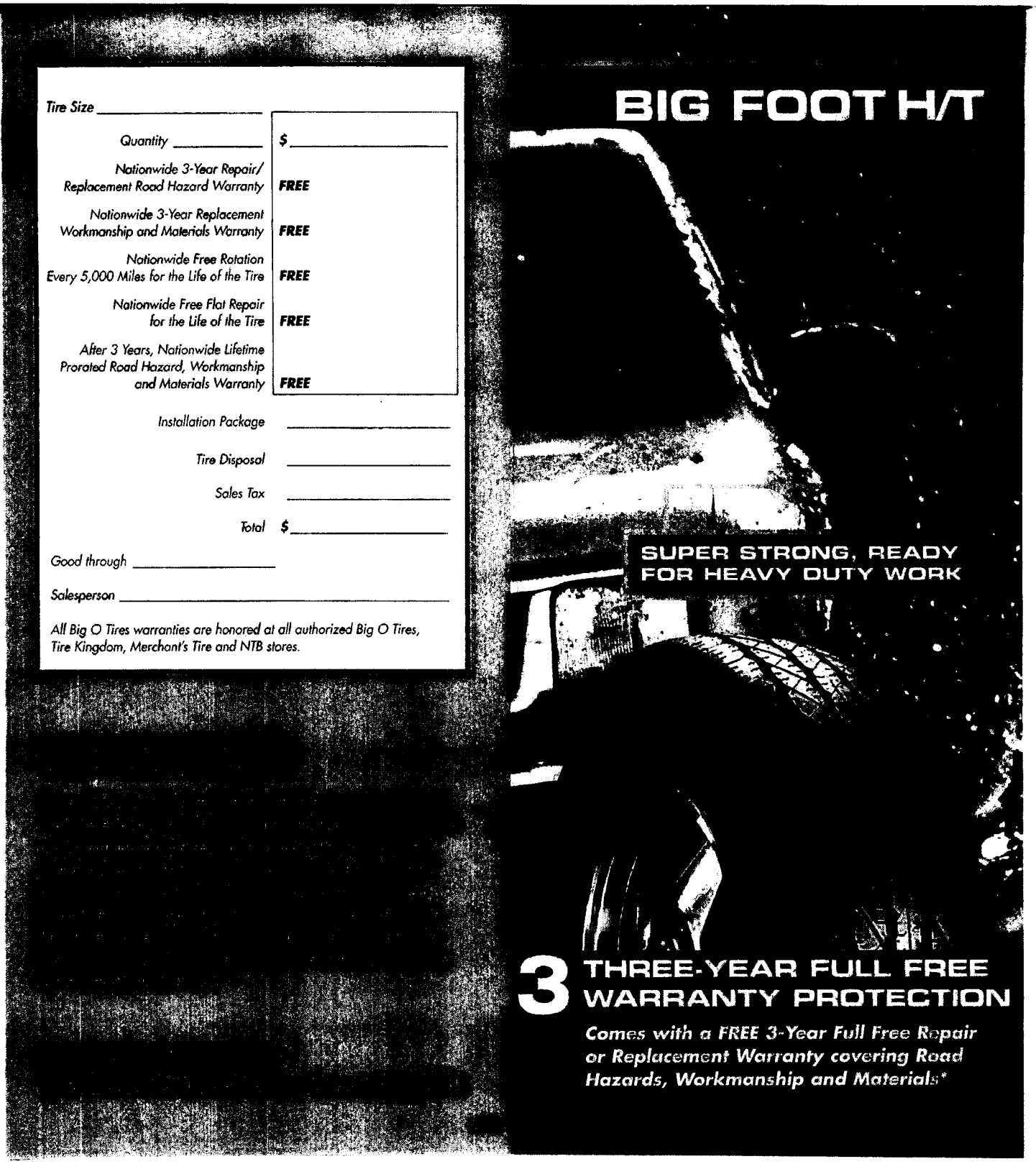

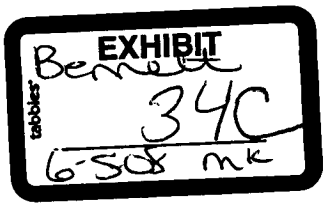

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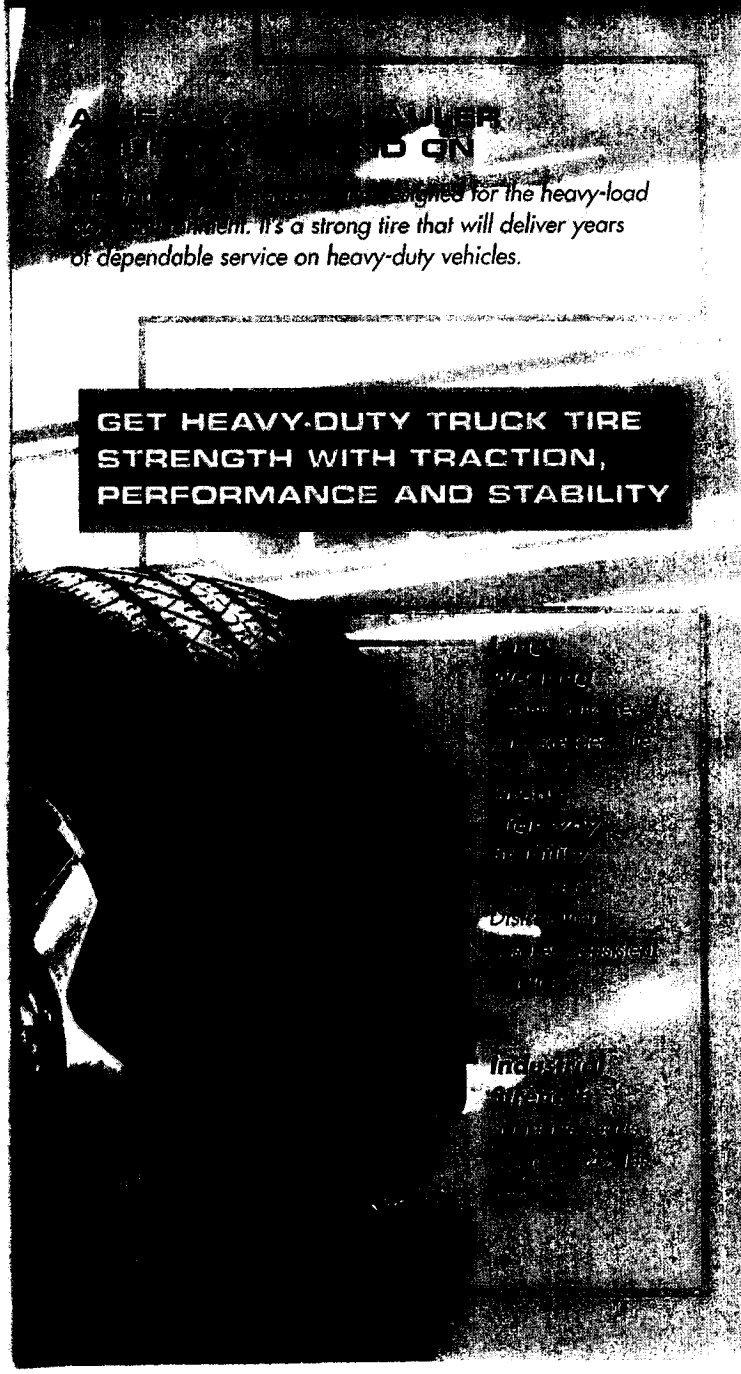
BIG FOOT H/T



A [illegible] HAULER [illegible] ON

[illegible] designed for the heavy-load [illegible]. It's a strong tire that will deliver years of dependable service on heavy-duty vehicles.

GET HEAVY-DUTY TRUCK TIRE STRENGTH WITH TRACTION, PERFORMANCE AND STABILITY

DESIGNED FOR WORK

- *Intended for heavy hauling*
- *Highway tread pattern for smooth on-road driving*
- *Minimal road noise even under heavy loads*
- *Long, even treadwear for maximum tire life*
- *Good steering response on heavy-duty trucks*

HEAVY WEIGHT CONSTRUCTION

- *Larger tread foot print for greater stability*
- *Strong industrial grade tread rubber*
- *Computer designed highway tread pattern for long, even wear*
- *Heavy duty sidewall for higher load capacity*
- *Tough steel belts for puncture protection and durability*

WARRANTY [illegible] YOU CAN [illegible]

- *Nationwide [illegible] Full Free Repair or Replacement Road Hazard Warranty*
- *Nationwide **3-Year** Full Free Replacement Workmanship and Materials Warranty*
- *Nationwide [illegible] Free Flat [illegible]*
- *After [illegible] Warranty [illegible]*

LIGHT TRUCK

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