

NITTO

ITS HISTORY ... ITS SPIRIT

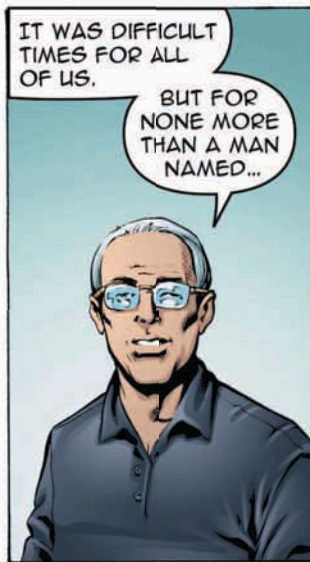


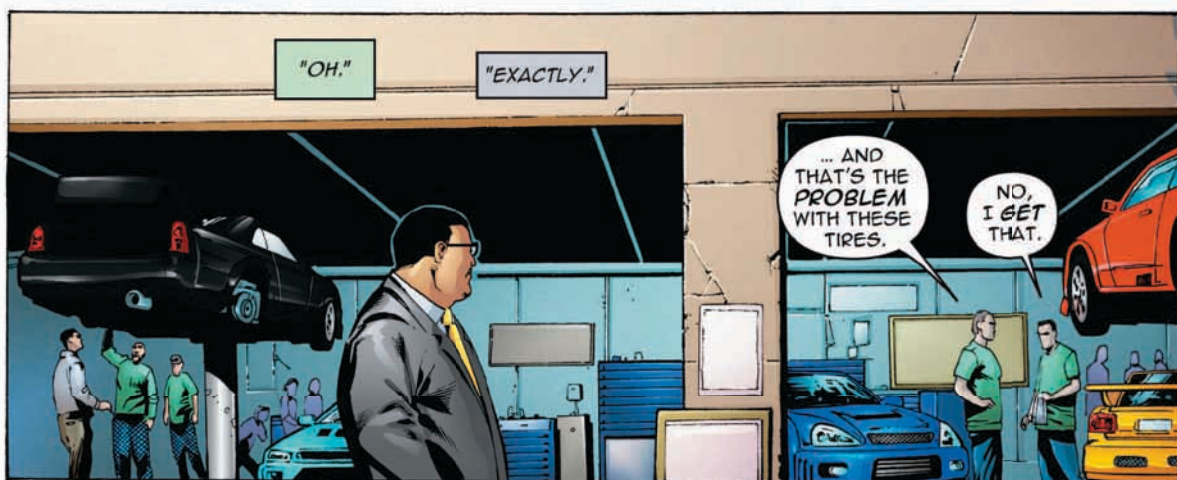
Fritz
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NITTO

ITS HISTORY ... ITS SPIRIT

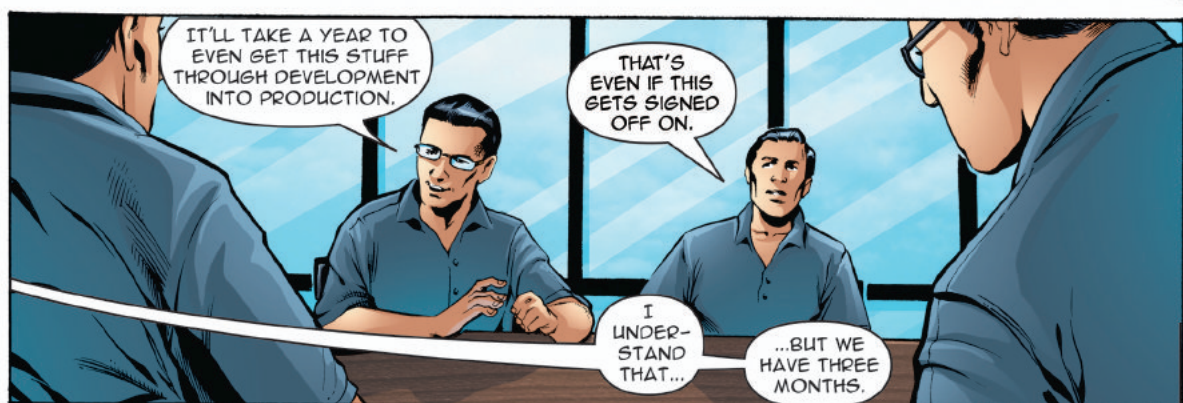
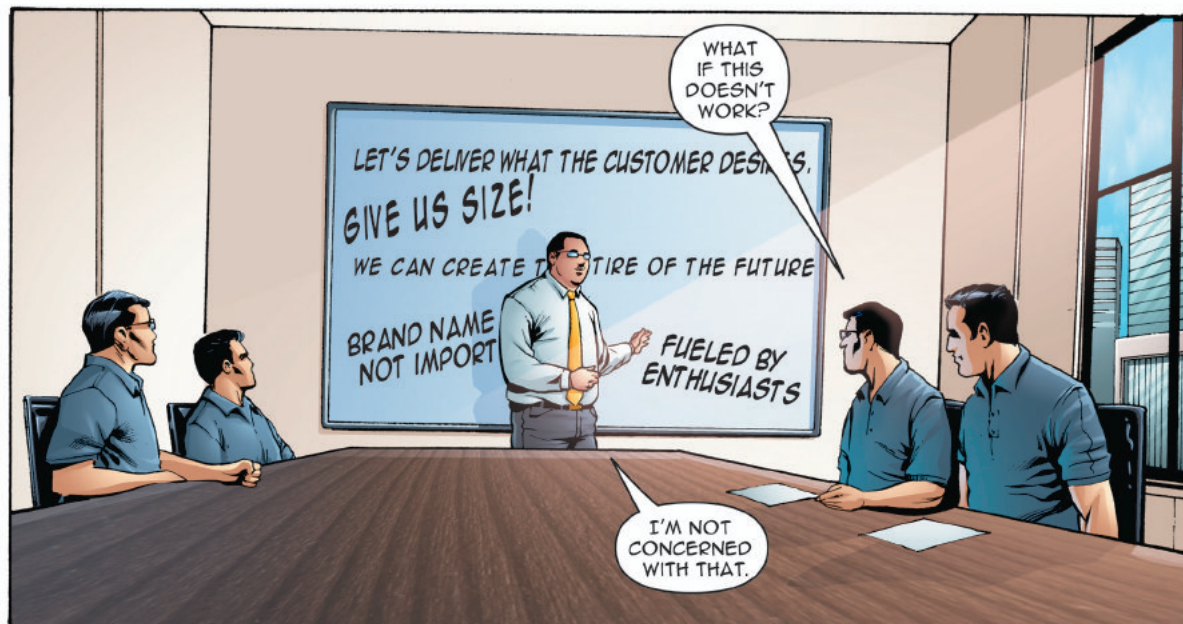
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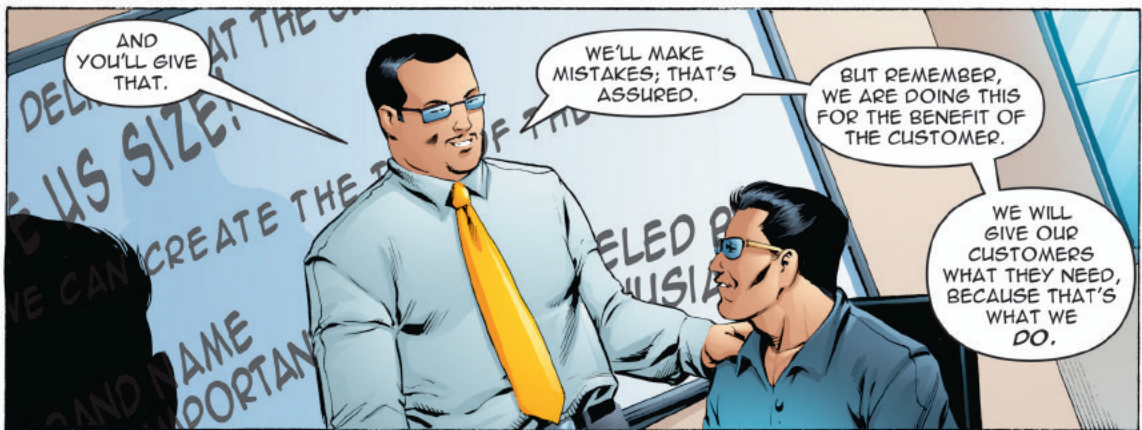
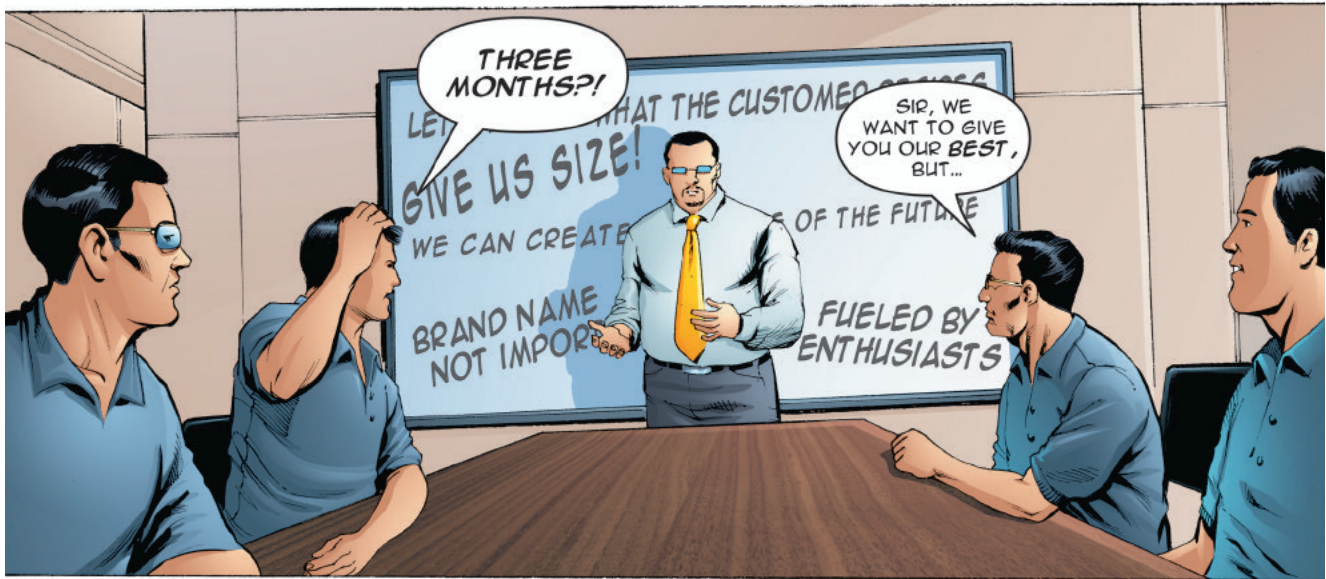














THEY FIRST NEEDED TO
DEVELOP A TEMPLATE
OF THE NEW SIZE
IN CARDBOARD.

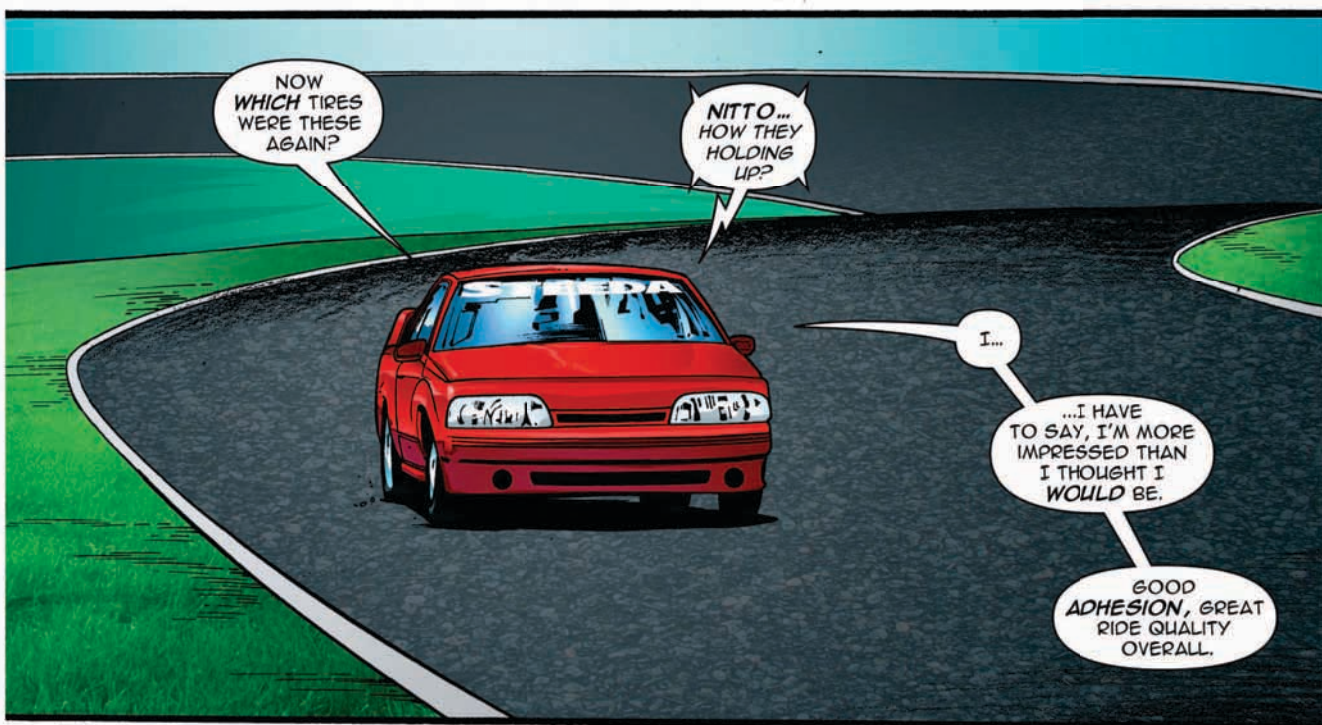
BUT THEY NEEDED TO
MAKE SURE THE TIRES
DIDN'T TOUCH THE
FENDERS AT A TURN.

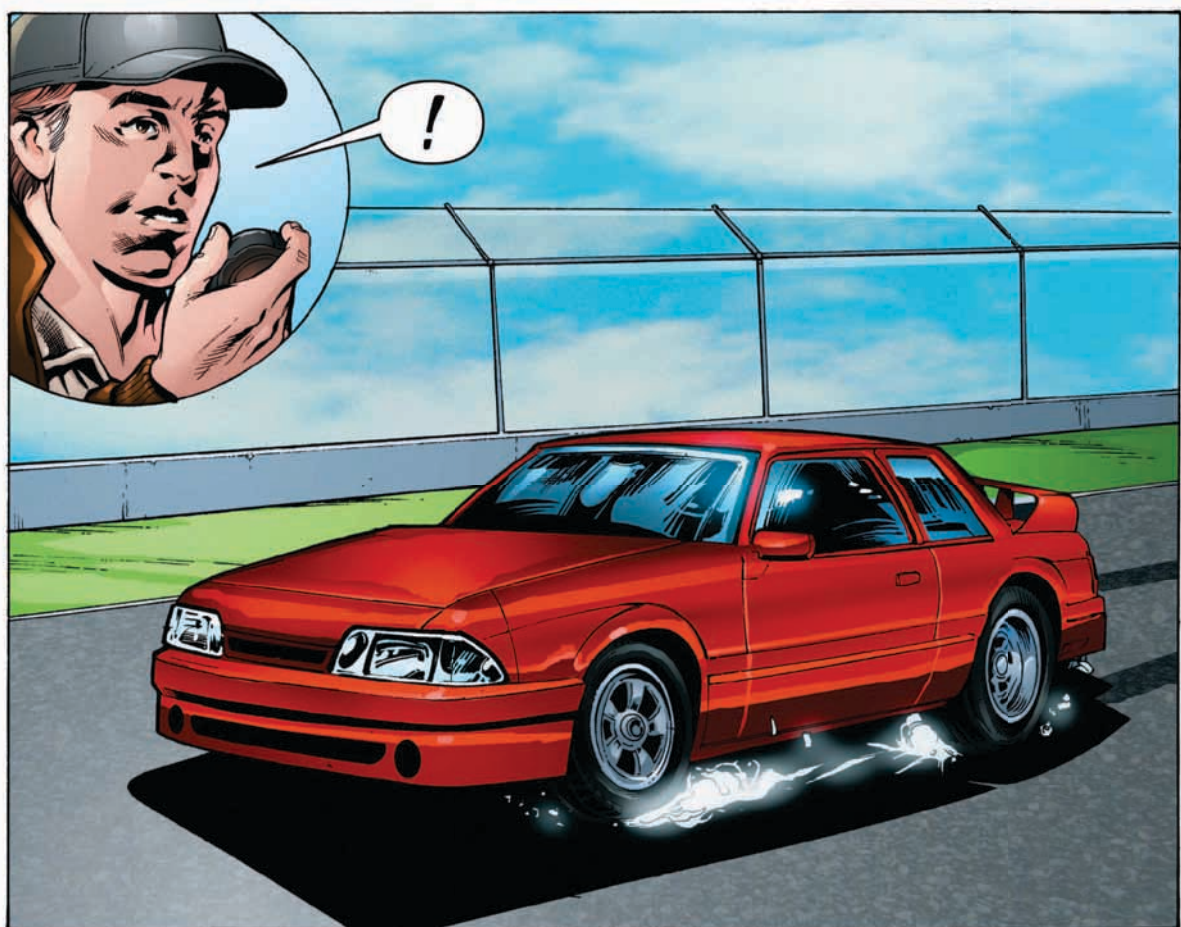
AND THEY KEPT
DOING THIS
UNTIL THEY
GOT IT RIGHT.



"ENTHUSIASTS ADORE CARS. THEY ARE THE ONES WE TARGET."







MUSCLE MUSTANGS & FAST FORDS

"MUSTANG & FAST FORDS MAGAZINE
RAN AN ARTICLE DETAILING WHERE
THEY THREW THE TOP FOUR COMPANIES'
TIRES THROUGH ALL SORTS OF TESTS..."

"...AND SURE ENOUGH, NITTO WON."

Nitto Drag Radial Tires finish first against top 3 rated competitors

By Terry Minas
staff writer

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"Nitto keeps
trying to make
the tires better."

● ● ●
Rick Tanner, enthusiast

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"OF COURSE, ONE OF THE
COMPANIES CRIED FOUL
AND COMPLAINED."

"WELL..."

...MAYBE THEY SHOULD USE THE TIME THEY WERE COMPLAINING ABOUT THE ARTICLE TO MAKE A BETTER TIRE.

YEAH, THEN THEY'D HAVE GOTTEN A BETTER SCORE.

YOU TWO ARE SMART KIDS, I'LL GIVE YOU THAT.

LET ME SHOW YOU SOMETHING.

WWW.
NITTOTIRE.COM.
CHECK IT OUT.

IT'S WON THE 2007 HORIZON INTERACTIVE AWARDS.

AND THEY WERE AHEAD OF THE GAME. REMEMBER 1999?

WE WERE LIKE, TWO.

EXACTLY.

THAT'S WHEN THEY **STARTED** THEIR WEBSITE. COOL, HUH?

SO WHERE WAS I...? AH, YES...
...1999.

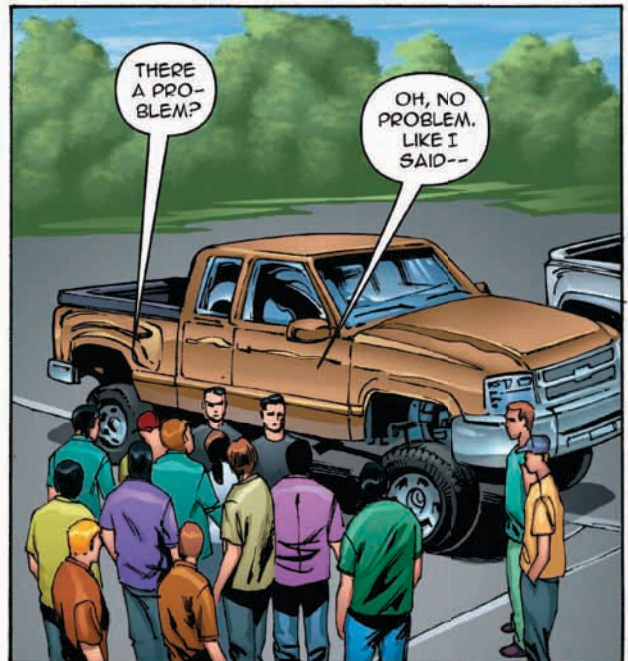
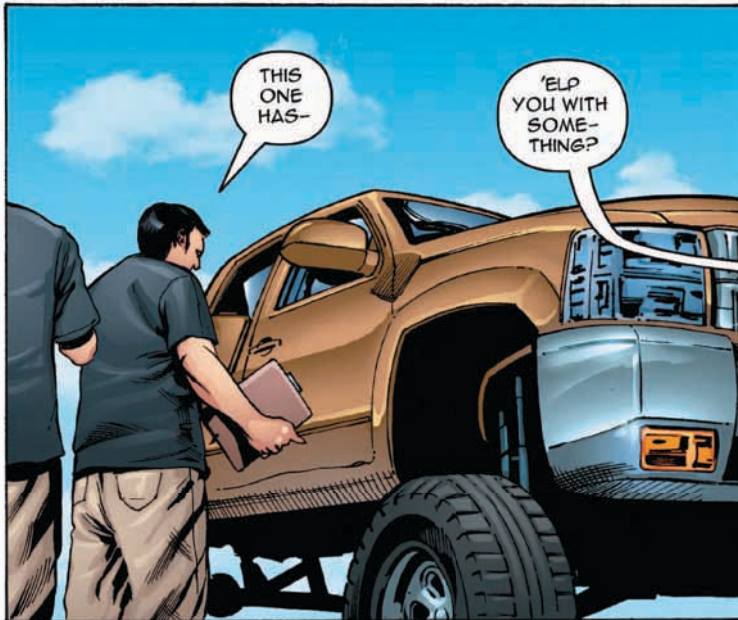
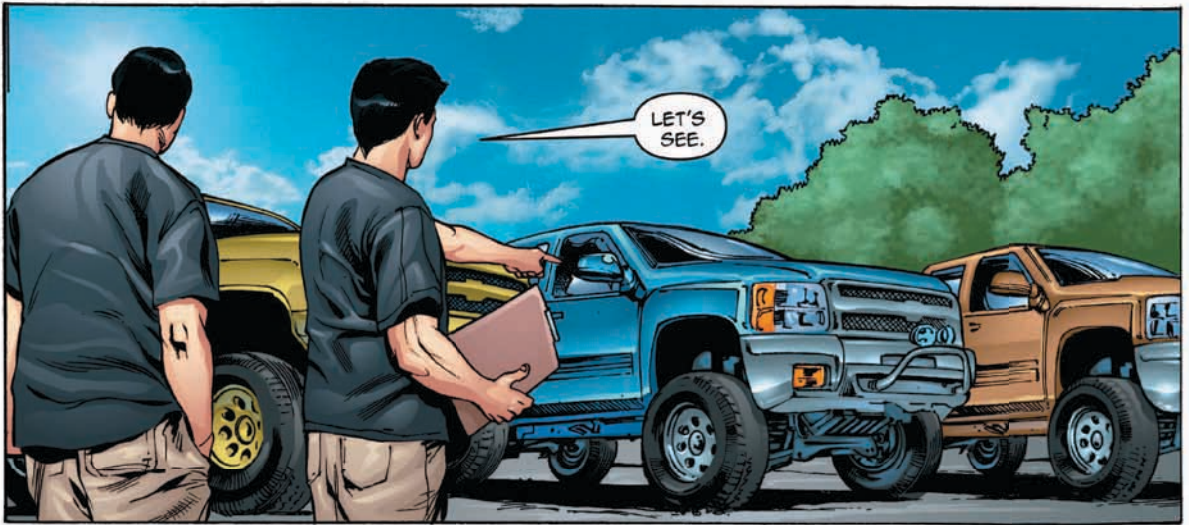
YOU SEE, WHILE OTHER COMPANIES STILL DIDN'T UNDERSTAND WHAT THEIR CUSTOMERS WANTED...

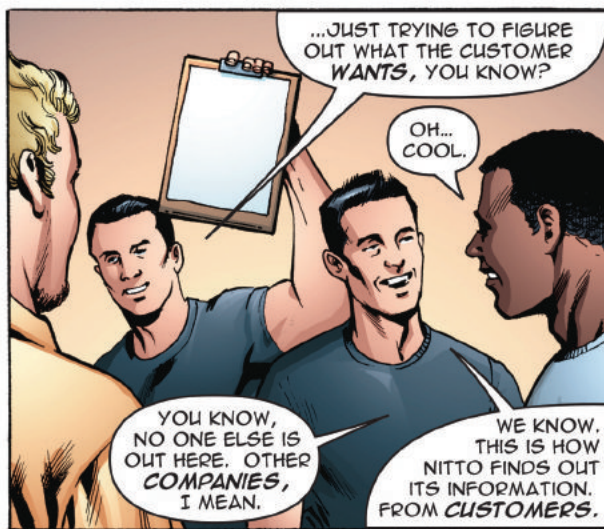
NITTO KNEW THAT THE ANSWER WOULD BE FOUND...

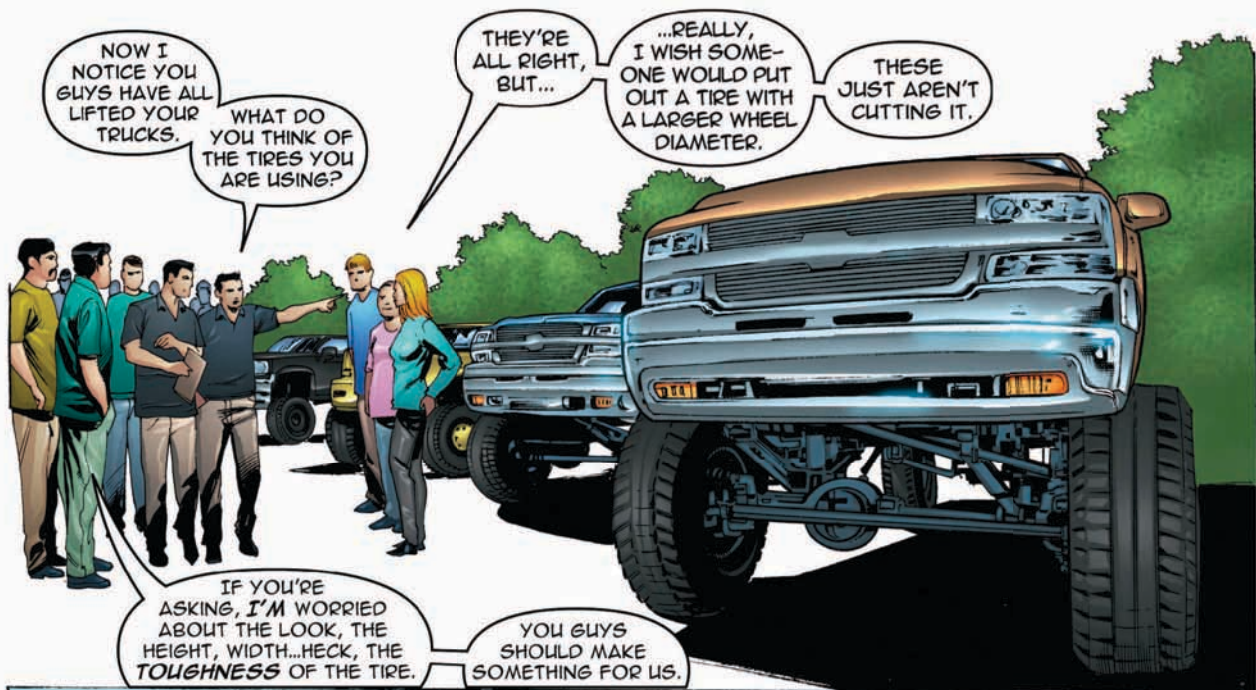
"...WHERE THE CAR ENTHUSIASTS WERE."



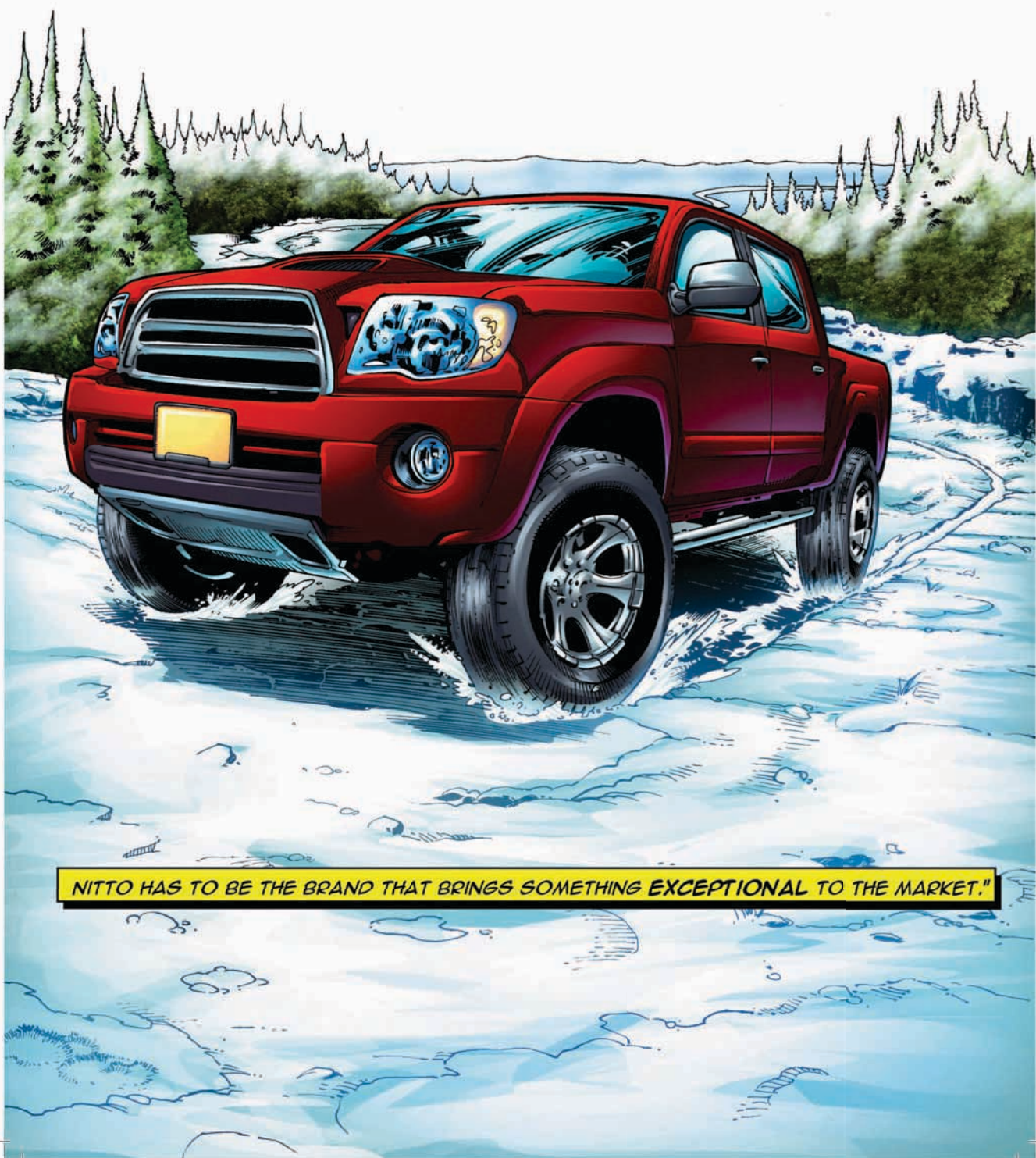




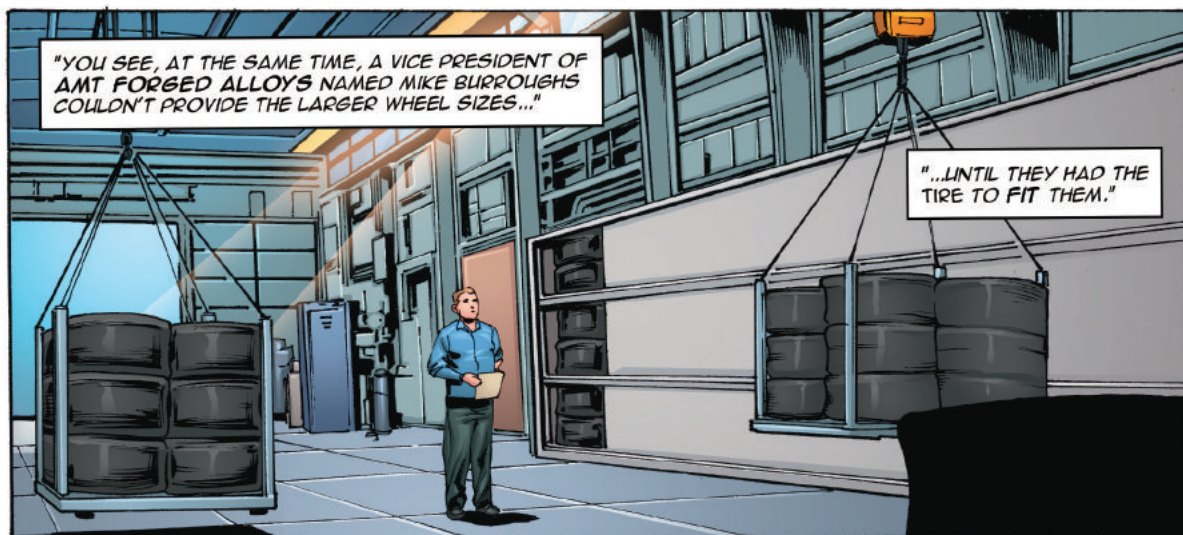


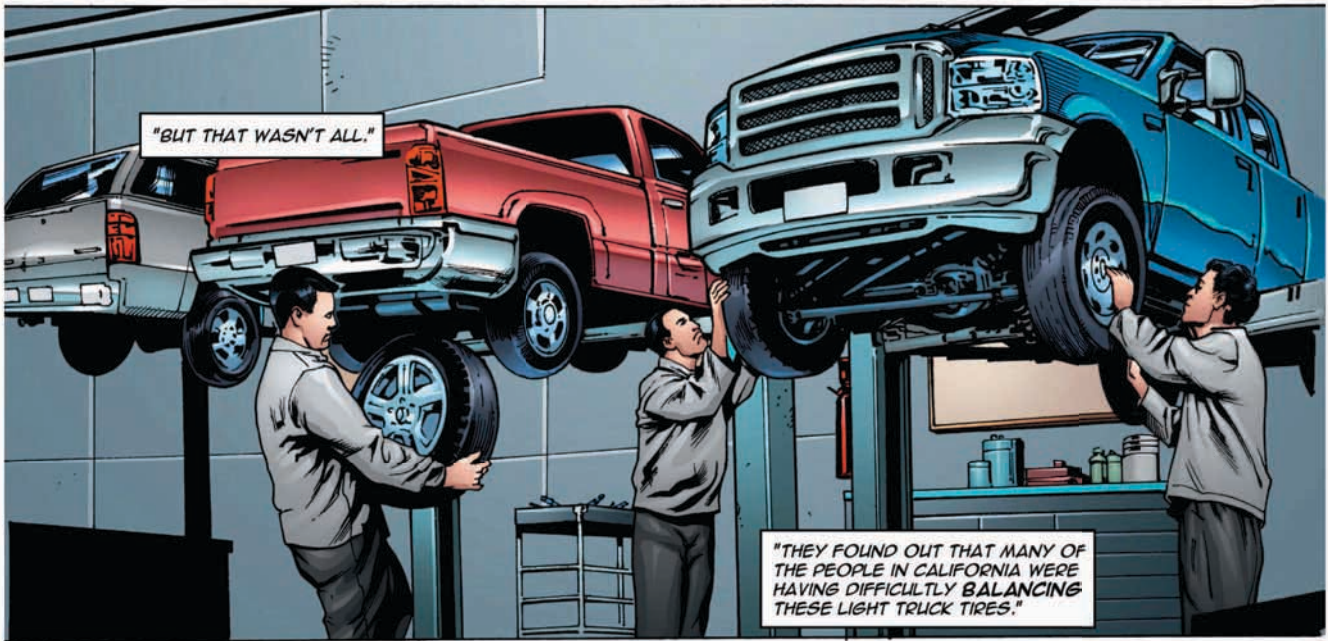


"I WOULD RATHER HAVE THEM FOCUS ON CREATIVITY AND ORIGINALITY."



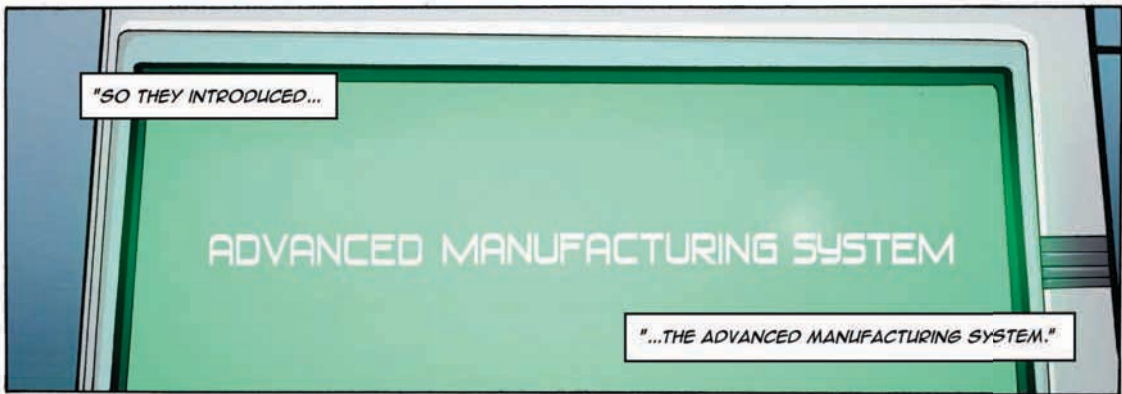
NITTO HAS TO BE THE BRAND THAT BRINGS SOMETHING EXCEPTIONAL TO THE MARKET."





"BUT THAT WASN'T ALL."

"THEY FOUND OUT THAT MANY OF THE PEOPLE IN CALIFORNIA WERE HAVING DIFFICULTLY BALANCING THESE LIGHT TRUCK TIRES."



"SO THEY INTRODUCED..."

ADVANCED MANUFACTURING SYSTEM

"...THE ADVANCED MANUFACTURING SYSTEM."

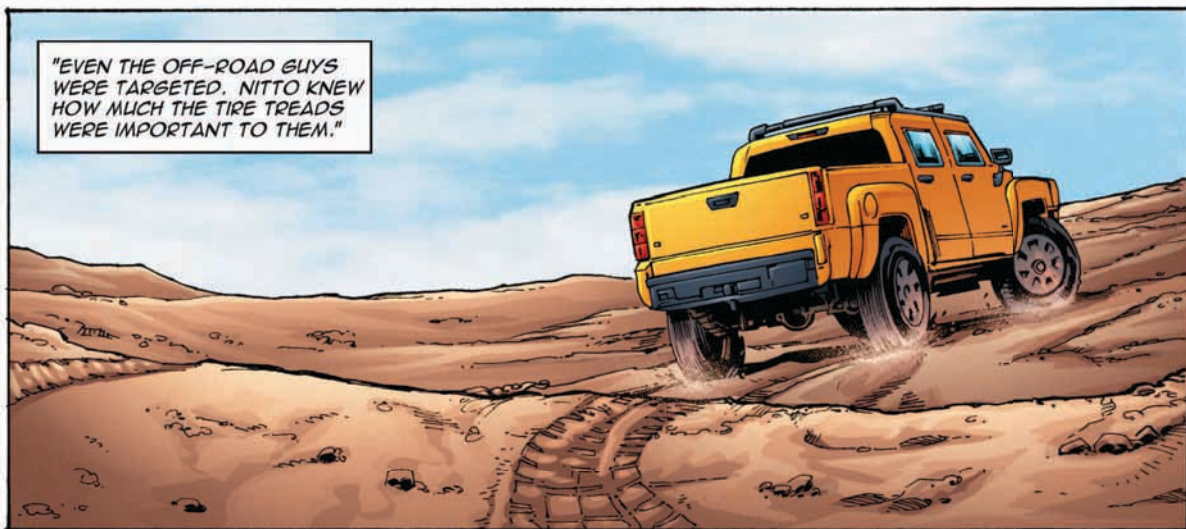


"WHILE THE OTHER GUYS KEEP HAVING TO COME BACK AND RE-BALANCE DUE TO WHEEL RIM SLIP..."



"WITH THIS SYSTEM, TIRES ONLY HAD TO BE BALANCED ONCE, WITH JUST SMALL ADJUSTMENTS TO MAKE."

"EVEN THE OFF-ROAD GUYS WERE TARGETED. NITTO KNEW HOW MUCH THE TIRE TREADS WERE IMPORTANT TO THEM."



SO
WHAT DO YOU
THINK?

....



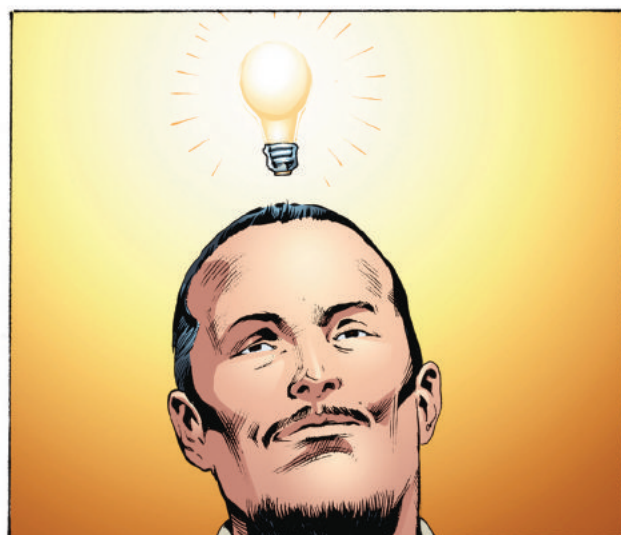
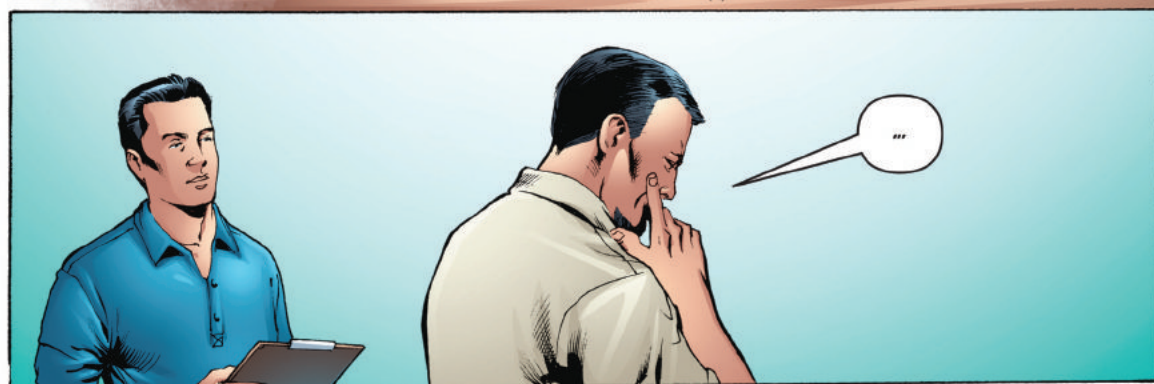
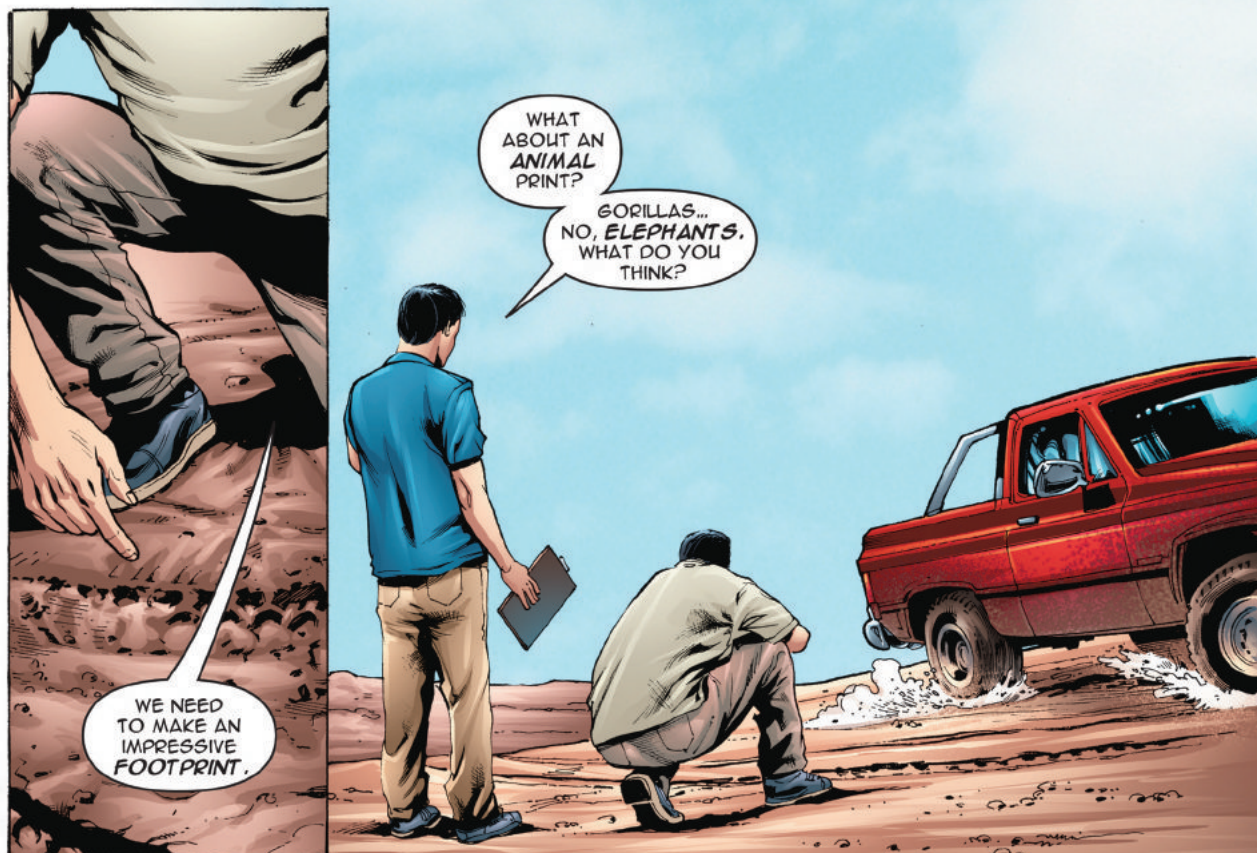
WE NEED
THE MOST
IMPRESSIVE
FOOTPRINT.



?

...I DIDN'T
CATCH
THAT.

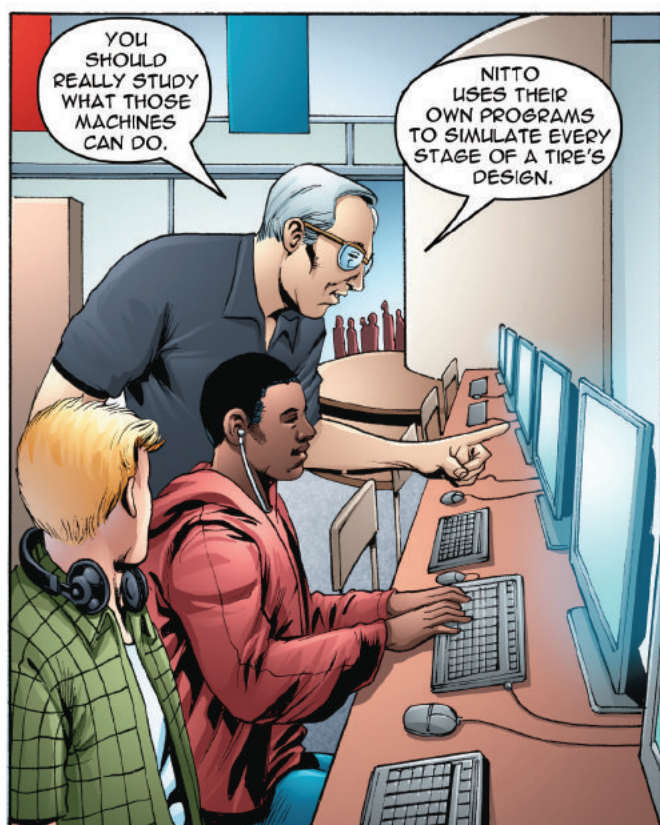
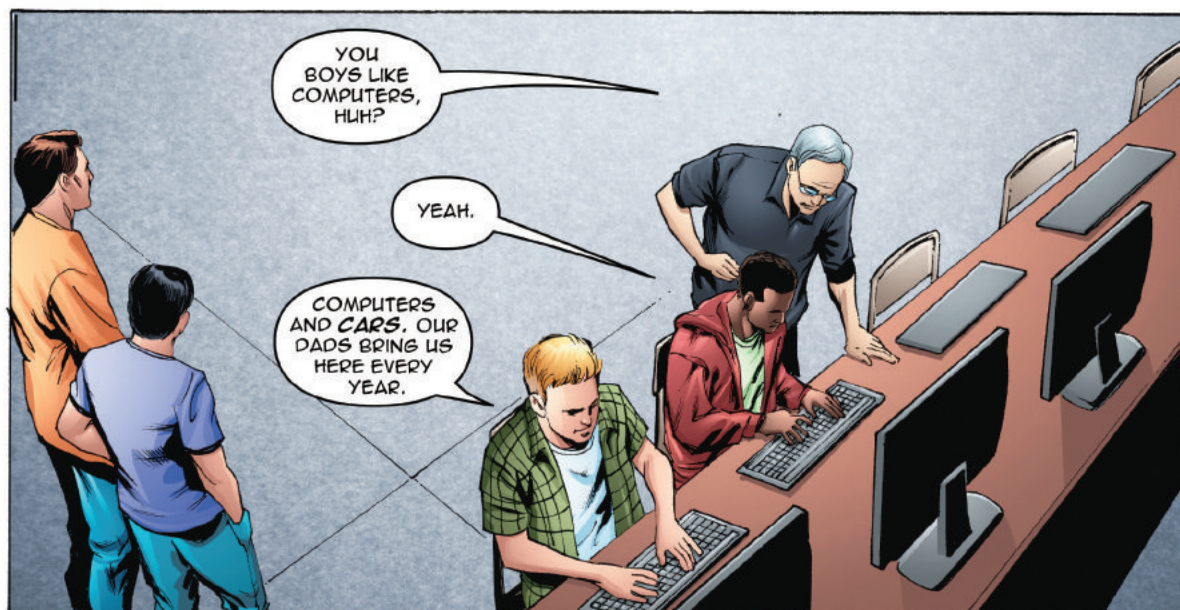






"WE NEED THE MOST IMPRESSIVE FOOTPRINT."

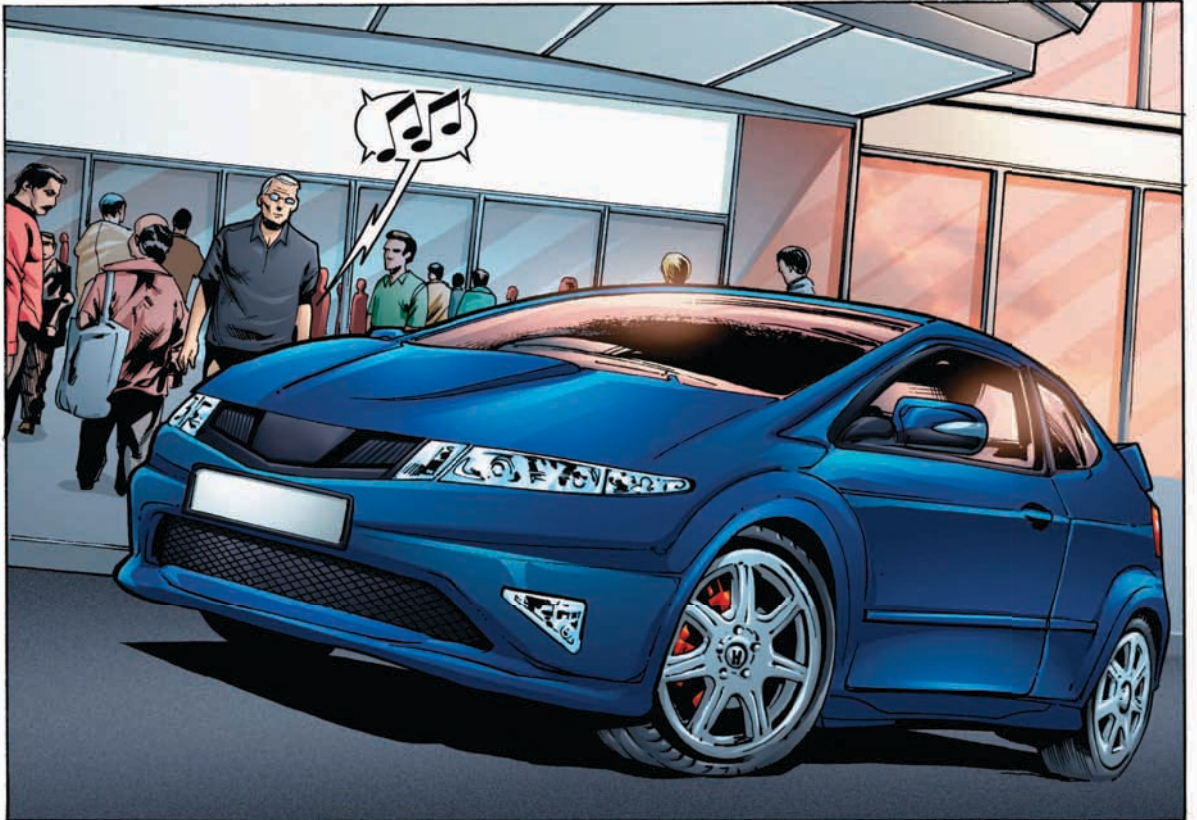


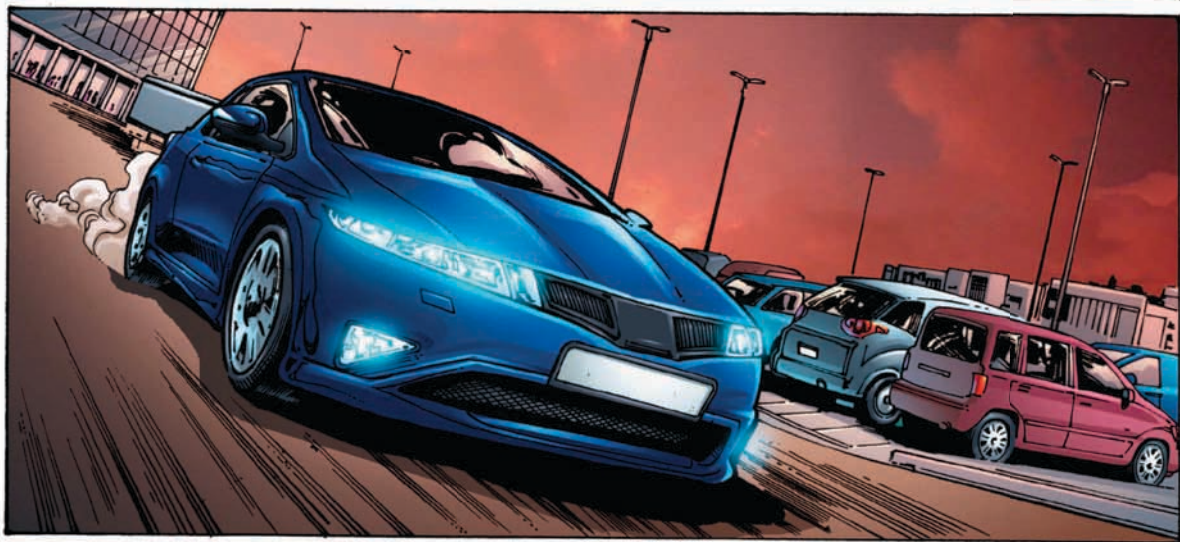
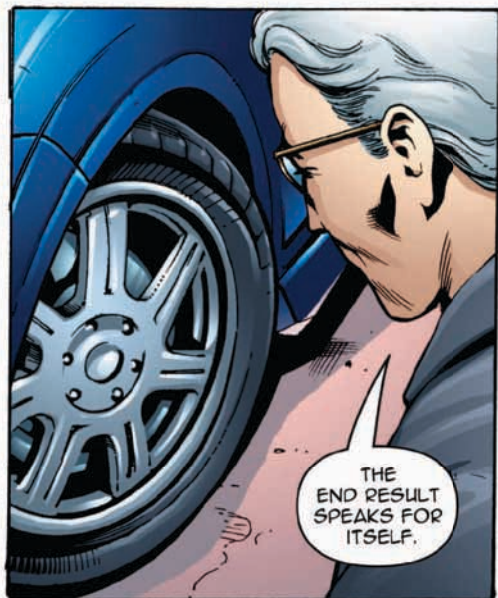


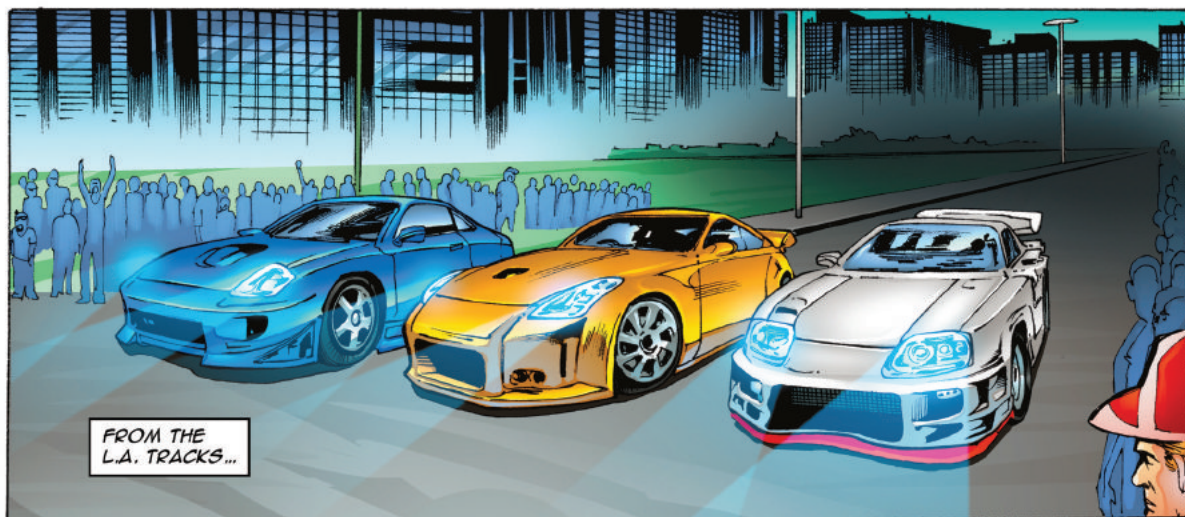


"LET'S DELIVER WHAT THE CUSTOMER DESIRES."

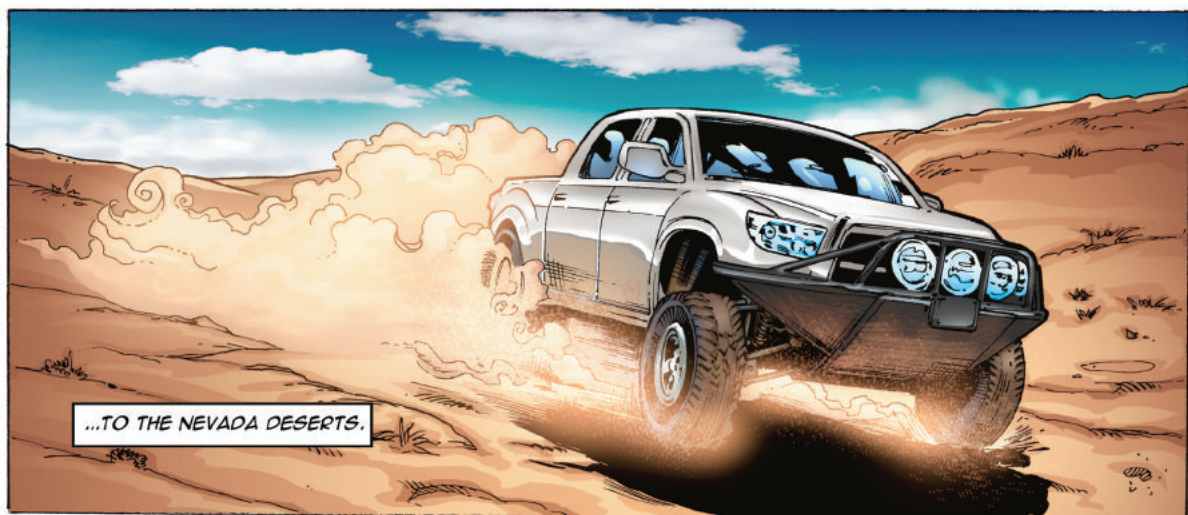
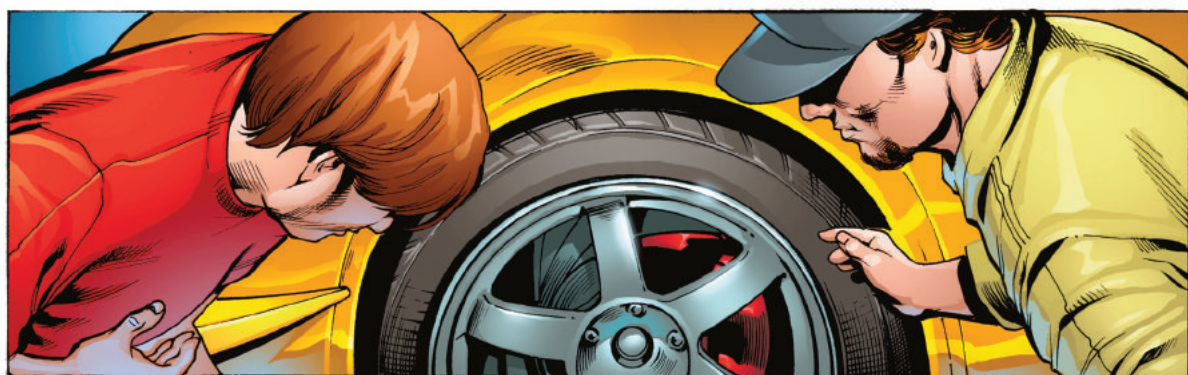




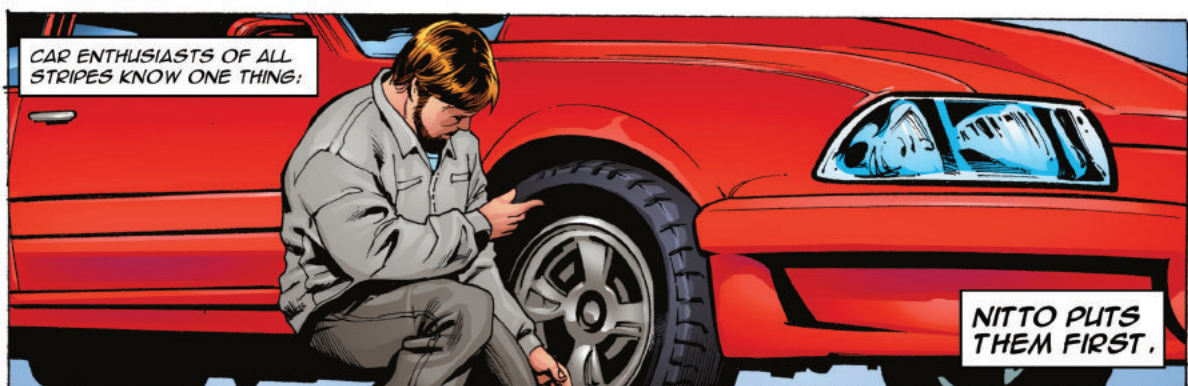




FROM THE
L.A. TRACKS...



...TO THE NEVADA DESERTS.



CAR ENTHUSIASTS OF ALL
STRIPES KNOW ONE THING:

NITTO PUTS
THEM FIRST.