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Aeolus Tires Pioneers the Industry's First Tool that Compares Tire Value *True Tire ValueSM will change the way people talk about value in the marketplace*

LAS VEGAS (November 3, 2014) - Aeolus Tires today introduced the industry's first tool that calculates the true value of tires and compares how they stack up against one another. The True Tire ValueSM (TTV) tool correlates quality and price to quantify value. TTV will be demonstrated at the SEMA (Specialty Equipment Market Association) annual trade show November 4 – November 7, 2014 at the Las Vegas Convention Center.

"There is a misconception of the term 'value' in the marketplace. Price is not the same thing as value," said Mike Leverington, General Manager, United States for Aeolus. "Value is the relationship between quality and price. Simply put, how much do you really get for your money? Consumers deserve to know what they are getting for their hard-earned money, and our True Tire ValueSM tool does just that."

A simple mathematical equation, True Tire ValueSM is calculated by dividing a tire's quality score by its retail price. The quality score is based upon UTQG (Uniform Tire Quality Grading) standards, set by the National Highway Traffic Safety Administration. The prices are actual retail pricing from leading tire retailers.

The True Tire ValueSM model allows users to compare high performance, ultra-high performance and touring tires head-to-head against one another. A TTV score is assigned to each tire the user selects. The tires are then sorted by TTV score, with highest value tire rising to the top.

"True Tire ValueSM proves that top quality doesn't always come with a big price tag," said Leverington. "Our goal is to provide a tool to the industry, and to the consumer, which helps them to make the best tire buying decision possible."

See a demo of Aeolus' True Tire ValueSM tool for yourself at SEMA Booth #40186.

About Aeolus

Aeolus was founded in 1965, as a maker of heavy-duty off-road tires for trucks and earth moving equipment. One of the largest tire manufacturers in the world, Aeolus now also offers a complete line of environmentally-friendly, state-of-the-art passenger car and light truck tires for a wide range of Ultra-High Performance, High Performance, Touring, Light Truck All Season and All Terrain tires applications and sizes. For more information, visit aeolustireamerica.com or aeolustireamerica.com/pressroom.

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