

REDEFINING VALUE: THE AEOLUS TRUE TIRE VALUE™ TOOL

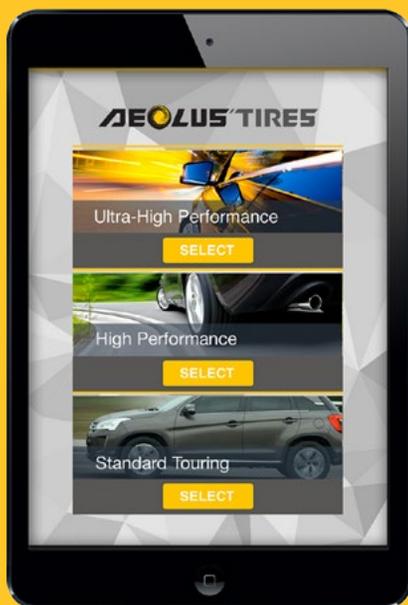
PROMOTING QUALITY IN A PRICE-FOCUSED WORLD

Too often, the meaning of the word “value” is only connected to price. As a result, the term is often associated with items that are cheaply priced. However, value is also directly linked to quality, and for a product to truly deliver value, quality and price must be properly aligned. Anything less leaves a buyer feeling cheated.

$$\text{VALUE} = \text{QUALITY} / \text{PRICE}$$

Particularly in the world of tires, shoppers believe that paying more means that are you purchasing a higher quality product. The True Tire ValueSM (TTV) tool proves that isn't always true. Paying more doesn't directly link to higher quality.

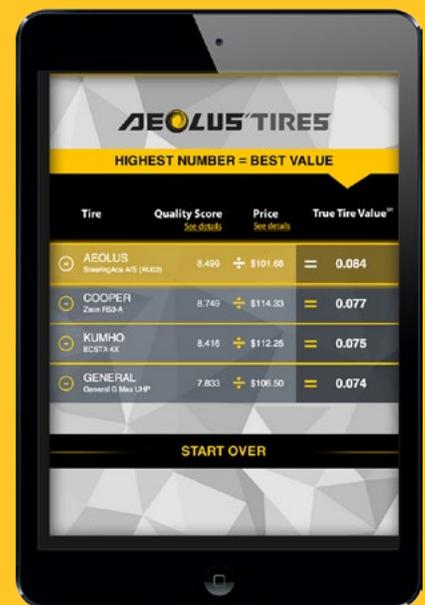
HOW THE TTV WORKS



Select a tire category.



Choose three tire brands to compare.



See true value compared to Aeolus Tires – the highest score wins.

TRUE VALUE IS IN THE NUMBERS

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Every tire has a Uniform Tire Quality Grading (UTQG) rating assigned by the National Highway Traffic Safety Administration. This rating is determined by the results of testing three quality criteria: treadwear, traction and temperature performance.

The TTV takes this score and divides it by the manufacturer's retail price. Bringing the quality considerations of the UTQG rating into the equation gives consumers a critical measure outside of price.

UNDERSTANDING TIRE QUALITY AND PRICE IS THE ONLY REAL WAY TO KNOW IF YOU ARE GETTING A GOOD DEAL ON TIRES.



PROOF IN THE PALM OF YOUR HANDS

Aeolus is committed to delivering the highest possible quality at the best possible price. We recognize that today's market doesn't give buyers a clear picture of quality – the conversation is all about price. That's why we created the TTV.

We recognize that there may be times where our product isn't the best possible value available. However, we know that our commitment to delivering unmatched value – quality that is truly competitively priced – means that we will offer a better value more often than not. And we're willing to prove it.

THAT'S WHY WE HAVE THE CONFIDENCE TO BRING THE TTV TO THE TIRE WORLD: BECAUSE AEOLUS IS GENUINELY DELIVERING ON GLOBAL VALUE LEADERSHIP.

AEOLUS TIRES