

RHINO TIRE TOTAL SOLUTIONS



Introduction

***“Excellence in
Service”***



MISSION STATEMENT



RHINO TIRE is a distribution company focused on solid industrial tire products serving customers worldwide.

Our Mission is focused on:

- Delivering products and services with **safety, quality, and customer convenience.**
- Providing **customers** competitive products and world class service.
- Optimizing working capital, developing **shareholder** value,
- Establish an exclusive global distribution network



MISSION STATEMENT



This Mission will be realized by implementing the following principles and activities:

- Adopting a continuous improvement **attitude**
- Acting **customer** focused and market driven.
- Delivering **innovative** new products and services to meet tomorrow's customers' needs.
- Achieve "**low cost**" status without compromising quality, seek supplier **relationships** to improve service, and reduce cost.
- Delivering a comprehensive "**wheel system**" package to O.E.M. customers.
- Developing a multi-national business culture, building mutual respect, partnership, and "**esprit de corps.**"



MARKETING PHILOSOPHY



Value Added Market Approach Not a “Price” competitor

- Product Quality
- Product Availability
- Customer Service
- Dealer Training



MARKETING PHILOSOPHY



Replacement Market

- Exclusive Distribution Areas To Committed Material Handling Dealers and Tire Dealers
- Factory Support Through Central Warehouse, Akron, Ohio
- Marketing Support designed to build the distributor and product brand as one



MARKETING PHILOSOPHY



Original Equipment Market

- Deliver product/service model driving down cost
- Success in OE Market Creates Replacement Sales Demands
- Utilize Exclusive distribution network to add service value.
- Our Goal is take the “pain” out of the supply chain process and add service value



PRODUCTS



- RUBBER PRESS ON BAND
- PNEUMATIC SHAPED SOLIDS
- INDUSTRIAL PNEUMATICS AND TUBES (Bias and Radial)
- HEAVY DUTY WHEELS
- LIT / OTR TIRES
- Polyurethane Press On / Load Wheels



SERVICES



- Customer Service
- Mounting/Pressing
- Distribution
- Warranty
- Product Training
- Application Know-How



INDUSTRIES SERVED



- MATERIAL HANDLING
- MINING EQUIPMENT
- INDUSTRIAL TRAILERS
- G.S.E.
- TOWING TRACTORS
- MILITARY VEHICLES
- CONSTRUCTION LOADERS
- SCISSOR LIFTS
- PAVING EQUIPMENT
- PERSONNEL CARRIERS
- SWEEPERS AND SCRUBBERS
- SEA PORTS



FUTURE OUTLOOK



- Continued Partner development with Exclusive Distributor Network
- Continued Profitable Growth
- Greater Focus in Aftermarket
- Continued Improvement
 - *Customer Service*
 - *Product development / Quality*
 - *Seeking “Low Cost” Manufacturing*



ORGANIZATIONAL STRUCTURE

RHINO TIRE TOTAL SOLUTIONS

RHINO TIRE
USA

EUROMEX TIRE
EUROPE

PRODUCTS

DISTRIBUTION

SERVICES

Press-on 9" - 36"
Resilient 8" - 25"
Industrial Wheel Program 8" - 36"
Forklift Pneumatics/Tubes
Skid Steer Pneumatics/Tubes
Polyurethane Load Wheels

Central Warehouse USA
(Akron, Ohio)
Central Warehouse Europe
(Sweden)

Tire/Wheel Assembly
Product Training
Sales Support
Warranty Admin.

ALL PRODUCTS CARRY ISO 9001 CERTIFICATION AND FULL FACTORY WARRANTY



RHINO TIRE TOTAL SOLUTIONS

- COMPETITIVE / QUALITY PRODUCTS
- RELIABILITY / PERFORMANCE
- COMMITMENT TO SERVICE EXCELLENCE
- BUILDING THE FUTURE

