



Newsletter

Summer Edition, December 2008

The Ag Tyre & Wheel Specialists



EMPLOYEE PROFILE:

Name: Meagan Christiansen
Role: Receptionist
Favourite teams: Manpower, The Melbourne Football Club
Hobbies: Shopping, shopping and more shopping

Meagan is our outgoing and lively Receptionist who in the short time she has been with us has made us feel like she has been here a lifetime. Currently Meagan is putting all her spare time in to organising her wedding, where in January she will marry her long time partner Eden.

Feel free to call Meagan any day of the week except Wednesday as we can't put up with her for 5 days a week.

Contact us with your questions, or to find a dealer close to you:

Armstrong Tyres
83-85 Midland Highway, Epsom, Victoria 3551

Phone: 03 5448 4822
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World Wide increase in cost of agricultural tyres

Over the last few months our industry has been witness to an upward spiralling of costs in tyres that in percentage terms has not been seen before in such a short space of time.

A significant factor in the cost increases is due to our weakening Australian dollar in relation to other global currencies. In short, tyres are costing more because our dollar doesn't buy as much as it did compared to earlier in the year.

Tyre importers who pay their supplier in US Dollars have experienced cost increases of as much as 35% to 40% since August this year. In addition to the increased cost of raw materials, crude oil price fluctuations have the double-effect of increasing the cost of tyre production and also the cost of transport required to delivering it into store. It is little wonder we have seen such dramatic increases.

The challenge for us all in these times is to remain profitable. With huge fluctuations in costs it's extremely important that we all double check costs and ensure we are applying the appropriate mark up, remaining true to our bottom-line while offering high quality products at the best price to our customers.



Welsh team successful at World Ploughing Championship on Continental Tyres

Hanover, August 2008. At the World Ploughing Championship in Grafenegg, Austria on 15th and 16th August, Welshman Evan Watkins became world champion in grassland ploughing, succeeding as always on Continental agricultural tyres.

This year there were in all some 60 participants from 30 countries competing for the Golden Plough trophy. During the two-day event, a corn stubble field and a grassland plot had to be ploughed according to specific rules and within a pre-defined time. Competitors are graded according to how closely they keep to the working depth, how even and uniformly high their furrows are, plus clean insertion and finishing at the edge of the field.

Company ČGS a.s. purchased plant Rumaguma in Serbia from GPX

The Rumaguma plant was built in 1981 with the technical assistance of Austrian company Semperit, focusing on production of agrarian tyres. In 2003 the plant was privatised by American company GPX which subsequently invested millions of dollars in its modernisation. The annual production volume is about 35 million euros.

The manufacturing program of the Serbian plant conforms to the long-term strategy of the ČGS Group for production and sale of out-of-road tyres, and will strengthen significantly the existing second position of the Group in the agrarian tyres segment in Europe. This business also acquired the rights to the Galaxy brand of tyres, which was previously owned by GPX for the area of Central Europe. In addition to their own trademark MITAS - and licensed trademarks Continental and Semperit for agrarian tyres - Galaxy is becoming the fourth brand encompassed by the GS Group. The price of acquisition has not been published.

Rumaguma will become the fourth manufacturing plant of MITAS by which it will considerably increase the total capacity of tyres production within ČGS, supporting optimisation of the production programs among the plants. An important advantage of the said acquisition for the ČGS Group is the existing structure of costs in Serbia in comparison to the Czech Republic.

Premium brand Continental agricultural tyres

The Continental premium brand is a byword for top technology and highest quality in agricultural tyres. The brand's impressively wide range of radial tyres means customers can find the right agricultural tyre for every application.

- The SuperVolumeTyre (SVT) was developed primarily for powerful machines with over 180 hp (132 kW). The large volume of air ensures gentle ground handling when working with heavy loads. On the road the tyre provides driving stability and offers enormous transportation capabilities.
- The ContiContract AC 85 standard radial tyre with its 85% aspect ratio is ideally suited for wide-ranging applications in the field and on the road.
- The new wide tyre - Continental AC 75 - with its 75% aspect ratio has higher load capacities than normally available in the 70 Series segment; it therefore offers gentler ground handling and can carry very heavy loads.
- The ContiContract AC 65 is a wide tyre with a 65% aspect ratio and is the ideal choice in this tractor segment. Gentle ground handling and the ability to transport heavy loads - as well as traction and grassland suitability - are the main priorities.
- The ContiContract AC 70 G is the acknowledged grassland tyre in the Continental portfolio. The tread pattern has been optimised to protect the turf, on the road the tyre offers driving stability and comfort.
- The AC 70 T is particularly suited for heavy fieldwork. In the smaller sizes it has proven itself in vine cultivation and fruit growing.
- The AC 70 H/G are radial tyres specifically designed for use on harvesters.
- Cultivation tyres like the AC 85 and AC 90 C are slim in design, with large rim diameters, to facilitate cultivation of crop rows.

Win a SLAB of PREMIUM BEER!

THIS MONTHS TEASER:

Q: Please name 2 reasons why Agricultural tyre costs have increased in the last few months???????

The best answer will receive a slab of their favourite cans or stubbies that they can pick up from their local bottle shop.

Armstrong's "we love your work"

Recent 2008 conversions by the Armstrong Team

Customer: Black-Trucks, Toowoomba QLD
(Geoff Young)
Application: Controlled traffic in dryland
cotton and grain



Machine: JCB 8250
Tyre sizes: 18.4R42 & 18.4R34



Customer: PFG Australia, Melbourne VIC
(Anthony Darveniza)
Application: Vegetable grower



Machine: McCormick XTX145
Tyre sizes: 13.6R48 & 12.4R34



Customer: Watts Western Rubber,
Bayswater WA (Ross)
Application: Drilling post holes on salt lakes



Machine: Iseki TL2900
Tyre sizes: 700/40x22.5 & 31-15.50x15



ARMSTRONG TYRES

WOULD LIKE TO WISH ALL OUR CUSTOMERS & SUPPLIERS A MERRY CHRISTMAS AND A

Happy New Year



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