

PRESS RELEASE

For Immediate Release

For more information contact: Alejandra Troconis
Tel: (305) 696-0096, E-mail: atroconis@tiregroup.com

MISSION: HAPPINESS 2 COMPLETED

MIAMI, FL - July 2, 2015 - Following the successful debut of TGI Dealer Meeting Mission: Happiness, in Punta Cana, Dominican Republic in 2013, Tire Group International hosted its 2015 TGI Dealer Meeting Mission: Happiness 2 in Cancun, Mexico at the IBEROSTAR Grand Hotel Paraiso, winner of the World's #1 Travelers' Choice® Award and one of the most exclusive resorts along Riviera Maya, Mexico. This industry gathering provided tire manufacturers, distributors, wholesalers and retailers from around the world an intimate and dynamic educational environment to exchange market data, share ideas, make new contacts and further solidify business and personal relationships. TGI presented a half day educational session on tire market trends, industry update, and specialized regional and segment marketing. The agenda also included group activities and an excursion to one of the most beautiful eco-archaeological parks in Mexico.

"Attendees were fully aware that our ongoing support and commitment to excellence would not end with the conference" says Joaquin Gonzalez Jr. , President of Tire Group International. "We will continue to provide our customers and industry partners with highly-personalized resources for their unique environments; customers have access to our array of service and training materials to fulfill the growing demand for localized marketing assistance."

Events throughout the five-day event were sponsored by a multitude of companies including Titan, Atlas, Cooper, Mastercraft, Mickey Thompson, Galaxy, Bridgestone, TVS Eurogrip, MRF, Speedways, Roadclaw, Ohio Rack, ULS, Oriental Logistics. Photos and interviews available upon request.

ABOUT TIRE GROUP INTERNATIONAL

Enhanced by its partnership with Transportation Resources Partners (TRP) and its affiliates, the Penske Corporation (www.penske.com) and McLarty Associates (www.maglobal.com), a leading international strategic advisory firm, Tire Group International, LLC (www.tiregroup.com) has positioned itself as one of the leading organizations in the worldwide wholesale distribution of tires as well as South Florida's largest independent tire wholesaler. TGI carries over 40 brands of tires, covering the entire spectrum of the tire industry. TGI also distributes its own house brands, mainly Astro, Cosmo, Duramas, Industar, Luna and Orion; and represents many other brands, including MRF, Cooper, Mastercraft, Kenda, Mickey Thompson, Titan, and Galaxy. TGI also carries several brands of tubes and various lines of automotive products. Besides TGI's large inventory, it also has access to millions of tires worldwide, ready for direct shipment to any destination. For more information, please visit our website at www.tiregroup.com.



Tire Group International, LLC

7500 N.W. 35th Terrace Miami, FL 33122 U.S.A.

Tel: (305) 696-0096 Fax: (305) 696-5926

email: tgi@tiregroup.com | tiregroup.com

Connect with us @ [tiregroup](http://tiregroup.com)

