



# KING NEWS

August 2003

**THE KING COMPANIES HAVE GROWN SUBSTANTIALLY IN THE PAST YEAR IN SEVERAL WAYS.** To name a few, we have integrated a foundry, King Castings, increased our model, mold machining, and letter engraving capacities, and completed certification to ISO 9001:2000.

We feel it is important to keep you informed about what we are doing inside of our company to continuously improve our quality, consistency, speed, and flexibility. Some of our focus is very visible to you, while some is not.

We will periodically send you **King News**, highlighting the improvements we are making within the King facilities. With this being our first newsletter, we would like to focus on the establishment and growth of our foundry, King Castings.

## SPEED

Establishing our own foundry completed the vertical integration of the King companies. Models, castings, and machined molds are now produced in a single, streamlined system.

We know that your timeline from tire design to tires in the marketplace has never been shorter. We are continuously implementing ways to reduce mold lead-time from drawings to mold delivery. We have already experienced improvements in reducing the production time of molds with the streamlined, vertical integration that King Castings has brought us. This can be of benefit to you in several ways. To mention a few, you can have tires in the marketplace sooner now, and you can spend more time designing tires and making marketing decisions, before it becomes necessary to purchase molds.

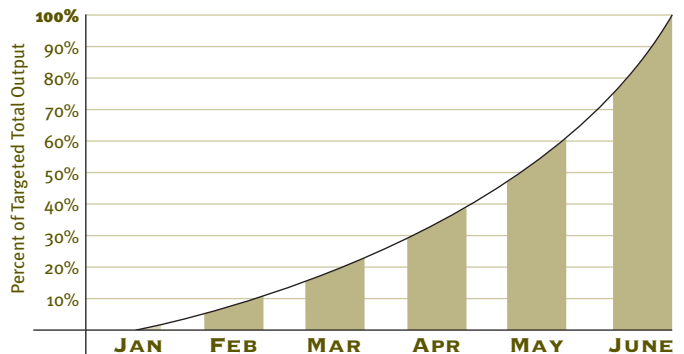
## CAPITAL INVESTMENT

We began forming King Castings in November of 2002 with the purchase of the primary equipment needed, and the hiring of key personnel. Since then, we have invested a significant amount of money in improving our equipment and adding other, vital equipment. We are very pleased with the pace of our growth, and the performance of our foundry process.

## EFFICIENT WORKFORCE

We were fortunate to begin King Castings with a core workforce that had spent many years working together before coming to our foundry. As we have grown, we have been continuously, and selectively adding personnel to enhance our capabilities.

## KING CASTINGS' GROWTH IN 6 MONTHS



## OPEN INVITATION

I would like to extend an invitation to you to visit King Castings at your convenience. We are very proud of our foundry and would be happy to give you a tour.

## OUR OBJECTIVE

Our objective is to be recognized as the company that produces the highest quality tire molds, delivered more quickly, and at competitive prices.

Sincerely,

Michael J. Wells  
President