



SUPERIOR TRAMWAY CO.

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AERSUPTRM@AOL.COM

Dear Valued Customer,

Over the years we have endeavored to provide quality products at competitive prices. A recent review of industry pricing for line sheave tires prompted a review and adjustment of our prices. We are pleased to announce that our tires prices have been reduced by approximately 11% across the board. An additional discount of up to 5% is also available based on quantity ordered.

Our new tire pricing is listed below:

Tire	Size/Type	Replaces RTC Tire #	Old Price(ea)	New Price(ea)	Pricing Tiers
D-104	1-1/8ö B.O.	3023	\$48.82	\$43.44	1-49, 50-99, 100+
D-105	1-1/4ö B.O.	3025	\$54.54	\$45.02	1-49, 50-99, 100+
D-106	1-1/8ö Dep	3024	\$52.06	\$46.41	1-49, 50-99, 100+
D-107	1-1/4ö Dep	3026	\$55.77	\$49.76	1-49, 50-99, 100+
A1257	1-1/2ö B.O./ Dep	4703	\$75.70	\$53.95*	1-49, 50-99, 100+

* Initial Pricing

Additionally, our pricing tiers have been adjusted to more simplistically meet your needs. Order sizes from 1-49 will receive our standard pricing. Quantities 50 and above but less than 100 will receive a unit discount of 2%. Order quantities of 100 and over will receive a unit discount of 5%, bringing the maximum amount of savings available to 16% from our previous prices. This pricing structure will be effective as of April 17, 2013.

While our tire pricing may not be the lowest, there are some advantages of our D-series tires which can offer cost savings in the long run.

- The inside edges of tire have a relief chamfer to relieve stress concentrations at the corner fillets of the sheave body and flange. Additionally, the relief chamfer allows for quicker installation thus reducing maintenance time and labor costs.
- Tires are grounding thereby eliminating the need for a special ögroundingö sheave liner.
- Rubber compound has been optimized over 40 years.
- Tires are kept in stock and can be shipped same day.

A1257 Tire - Also as listed on the chart above, we are in the investigative stage of offering a new replacement option to the Riblet #4703 tire, the A1257. A review of the Riblet #4703 tire showed that it was used in line sheaves as the standard tire from 1983 until Riblet closed its doors for new installations and sheave retrofits. The A1257 tire would be produced to the same standards and tolerances as the D-series tires which would include the installation chamfer on the ID of the tire and some level of stock for same day shipping to you. Since the A1257 tire would be a new production item for us, we will need to procure a certain quantity of tires ordered to bring this option to the table. Our initial price as shown on the chart above is \$53.95ea. Should we receive enough orders to exceed the minimum order requirement, the cost savings would be passed along to you. To illustrate this; if we are able to procure orders for 300+ tires, the unit price would fall to \$50.02 each for all orders. After the initial production run, sell price would fall to \$48.94 each with the same pricing tiers in place that exist for the D-series tires as of this date.



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Given that the mold tooling and initial production will take almost 2 months, I would appreciate being notified about any interest or orders for this tire as soon as possible. If you are interested please reply to this email, call, or fax a copy back to me with the quantity you would be interested in and whether it is an order or initial interest. Please keep in mind that if you do place an order and I am unable to meet the minimum order requirement, I will notify you and cancel the orders so you will not be charged. I would still be able to provide you with the 4703 tire at the old sell price listed above, but only with your expressed confirmation.

I hope that this pricing revision and potential new item development will help your summer maintenance budget stretch just a bit further enabling you to economically maintain your Riblet lifts. If there is anything else that we can do to further assist you in maintaining or replacing your lifts, please let us know. We look forward to innovating creative solutions enabling you to do more with less, while maintaining high standards of quality. Please feel free to spread this to anyone who may find this helpful.

Respectfully Yours,

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