

MAKING IT HAPPEN IN MISSOURI

We'd like to give a pat on the back to Grand View Nursery, in Hannibal, Missouri. This Kawasaki/John Deere/Stihl/Snapper dealership, owned and operated by Joe Howls, has done a great job of promoting and retailing ITP tires and wheels.

According to Chad



we have some sort of ITP display," states Williams.

The effort is clearly paying off. "Our name is getting heard more and more at mud runs, dirt tracks and riding areas, and we're becoming known as the place to find ITP. It has been a fun ride selling ITP and I am sure it will continue."

Williams, the Parts Manager at Grand View, "We started selling ATV tires about two and a half years ago and soon found that ITP was where we needed to focus. We carry a full line of ITP wheels and tires, and currently have three ATVs on our showroom floor sporting three different styles of ITP tires and wheels."

Grand View doesn't limit their marketing to their dealership, either. "We do a lot of other functions, such as shopping mall shows and racing events, and at every one

