

# Superior Tire & Rubber Corp. Achieves ISO 9001:2008 Audit and Certification for Quality Management.

Warren, PA – Superior Tire & Rubber Corp., the leader in polyurethane and rubber industrial components, announced on December 1st, 2010 that it has achieved the ISO 9001:2008 certification, which underscores the company's commitment to continuous improvement. Achieving this global standard complements the company's vision of being the vendor of choice through technical excellence and innovation, by adding systems to improve quality and customer satisfaction. "Our customers will benefit from the ISO certification through more consistently produced and higher quality products. Our customers will also receive greater value through formal systems to measure and improve customer satisfaction." said Kevin Bidwell, Superior Tire & Rubber Corp's Quality Manager.

During the past year, Superior Tire & Rubber Corp. underwent an evaluation process that included quality management system assessment, documentation review, pre-audit assessment, clearance of nonconformances and finally culminated in a six day registration audit by QMI-SAI Global, the original and largest registrar in North America. The ISO 9001 standard is the most widely recognized quality management system framework in the world. The standard covers all aspects of an organization's activities and is based on the eight Quality Management Principles, which are targeted to improve organizational performance.

#### ***About Superior Tire & Rubber Corp.***

*Founded in 1964, Superior Tire & Rubber Corp. is a designer and manufacturer of polyurethane and rubber industrial components for the material handling, construction, agricultural, military and mining industries. All Superior Tire & Rubber Corp.'s product offerings are proudly engineered and produced in the USA on state of the art processing and machining equipment, overseen by quality management systems registered to ISO 9001:2008. Superior Tire & Rubber Corp. also owns multiple patents on many innovative products that have become new industry standards.*