



ABOUT THE GIANT UNIROYAL® TIRE

The Giant Tire began as an exhibit in the 1964/1965 New York World's Fair for the U.S. Rubber Pavilion- the predecessor to Uniroyal®. Today, it remains one of the enduring icons of the industrial era and a favorite Detroit landmark. Below are some facts about the landmark and its rich history.

- Standing eight stories tall, the Giant Tire is the largest tire model ever built. It is 80 feet high and weighs 12 tons. The interior is 120,576 cubic feet, and the tread is half a foot deep.
- The tire was originally a Ferris wheel with 24 barrel-shaped gondolas - each carrying four people - that were rotated around the circumference of the tire by a 100-horsepower motor. It was designed by the architectural firm of Shreve, Lamb and Harmon - designers of the Empire State Building.
- The Giant Tire Ferris wheel quickly became one of the fair's most memorable attractions, entertaining more than two million visitors, including the Shah of Iran and Jacqueline Kennedy and children Caroline and John Jr.
- Each ride cost 25 cents, lasted about 10 minutes and, according to fair literature, offered "a spectacular view of the fairgrounds."
- When the fair ended in 1965, the tire was shipped by rail in 188 sections to Detroit. It was reassembled in four months and anchored in concrete and steel off I-94 at the tire company's Allen Park, Michigan, sales office.
- In 1994, the Giant Tire was remodeled. Neon lighting and a new hubcap were added to give it a sleeker, more modern appearance.
- In 1998, the Giant Tire received another new look when Uniroyal launched its innovative NailGard® self-sealing passenger tire. The tire acquired a giant nail protruding from the tread to dramatically demonstrate the product's ability to withstand most tread punctures.
- In August 2003, the Giant Tire underwent a renovation once again. The tire's main structure was repaired and the exterior updated. The Uniroyal website address (Uniroyal.com) was added to the tire in reflective lettering. The various structural improvements will ensure the longevity of the Giant Tire for many years to come.