



## **Dynamic Tire named to Canada's 50 Best Managed Companies list**

*Dynamic Tire, an international tire manufacturer and distributor, has been named as one of the Canada's 50 Best Managed Companies 2003 (50 Best). After only six years in business, Dynamic Tire's focus on customer service and innovation propelled the Ontario-based company onto the prestigious list. The 50 Best program measures best business practices as well as financial performance of Canadian private companies*

Toronto, Canada ([PRWEB](#)) January 17, 2004 --Robert Sherkin, President of Dynamic Tire explains, "I am very proud that Dynamic Tire was selected as one of Canada's 50 Best Managed Companies. It is a tribute to our successful PrimeX brand of off-the-road and specialty tires and the outstanding support provided by our staff. Our goal has always stayed simple - to produce best in class products backed by outstanding customer service".

"Dynamic Tire clearly demonstrates innovation, leadership and a focus on their employees and customers," adds James McSherry, Executive Vice President and Managing Director of CIBC Commercial Banking, a national sponsor of the 50 Best program along with Deloitte and Queen's University. "Their example illustrates that focusing on the fundamentals while maintaining a clear vision yields outstanding results."

Hard work and dedication to customer service has resulted in Dynamic Tire growing its proprietary PrimeX brand of off-the-road tires, its distribution business and recently, its private-label tire manufacturing business. "Our PrimeX off-road business has been growing at 50% per annum. Going forward, we see a tremendous opportunity in leveraging our expertise at global sourcing, product design and quality assurance to support our various production initiatives" explains Jim Rudyk, Dynamic Tire's CFO.

Achieving growth in the competitive North American market, and ultimately in the Global market means that all components of the value chain must work closely together. "We have developed very strong relations with the best suppliers from around the globe", explains Mr. Sherkin. "These quality companies are an integral part of our organization's success".

"Passion for change management, innovation in applying best business practices and the ability to motivate employees were three common business characteristics that distinguished Dynamic Tire", said Tony Grnak, partner, Deloitte, a national sponsor of the 50 Best program.

Dynamic Tire Corp. employs 85 people throughout its offices in Canada, the United States and China and has managed to produce premium quality tires backed by a total commitment to service and support. The result is superior traction for Dynamic Tire and recognition as one of Canada's 50 Best.

About Canada's 50 Best Managed Companies ([www.canadas50best.com](http://www.canadas50best.com))

Canada's 50 Best Managed Companies (50 Best) is a national awards program that recognizes the 50 Best businesses from a wide range of industries that have implemented world-class best business practices. The program, established in 1993 and entering its 11th year, annually recognizes 50 well-managed Canadian companies that must complete an extensive and in-depth interview process to assess and examine its management practices.

This year, Canada's 50 Best Managed Company program established the Platinum Club in recognition of those companies who have qualified for the 50 Best program for the past six consecutive years between the launch of the program in 1993 and 2002.



National sponsors of the program are Deloitte, CIBC Commercial Banking, National Post, and Queen's School of Business. Information about Canada's 50 Best Managed Companies 2003 is available online at [www.canadas50best.com](http://www.canadas50best.com)



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