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Subject: Rolling toward the nation's tire capital

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January 31, 2014

Here in South Carolina, we are known by several names: the Palmetto State, the Iodine State and most recently, by the moniker "Beast of the Southeast" for our formidable reputation in manufacturing. However, with the grand opening of Continental Tire's new Sumter facility this week, we can officially add one more name to our list - "America's Tire Town."

Continental Tire's \$500 million investment in our state is expected to bring 1,600 jobs to the area over the next several years. And the company plans to produce four million tires per year by 2017. However, the full impact of Continental rolling into in our state travels beyond the bottom line. The industry giant has awarded more than \$100 million in contracts to home-grown, South Carolina companies. That's a major impact and a game changer for our state!

This week, I was reminded of the adage "a rising tide floats all boats." With Continental's new state-of-the-art plant now open for business, South Carolina is home to three of the top four tire companies in the world. The presence of Bridgestone Americas, Michelin and Continental Tire in our state helps sign our global signature as a place that is just right for making quality tires that the world can depend on.

Bobby Hitt, Secretary of Commerce

Spotlight: South Carolina Advantage

The Palmetto State's business-friendly approach toward taxation and regulations make it the perfect destination for companies - big

Just Announced

Accent Stainless Steel is locating its new headquarters in Horry County.

[Read more](#)

CeramTec North America to expand its Laurens County manufacturing facility.

[Read more](#)

Upcoming Events

4th Annual
Manufacturers
Conference

S.C. Automotive
Summit

South Carolina Supply
Chain Summit

South Carolina TDL
Summit

Creating an Export
Management

and small, new and existing - to find success.

Located halfway between New York City and Miami, South Carolina offers unparalleled value to companies seeking the ideal business location. The Palmetto State has five interstate highways, the eighth largest container port in the U.S., two Class 1 rail carriers and three major airports, all readily available to provide businesses access to their customers across the globe.

Additionally, South Carolina ranks high in export activity and leads the country in recruitment of jobs tied to foreign direct investment. The state's world-class business environment, skilled workforce, solid transportation infrastructure and close proximity to manufacturing firms in diverse industries has, and continues to, attract substantial capital investment from around the world.

Compliance Program

South Carolina Rural Summit

South Carolina Innovation Challenge

Newsmakers

Continental Tire opens Sumter plant to much fanfare

State's jobless rate falls below national average

Dignitaries welcome rail carrier to Inland Port

Bicyclemaker's plant a boon for SC

South Carolina's ports agency reports strong 2013, prepares for bigger ships

Boeing reports \$23.8B in revenue for 4Q

Walmart Invests \$10M for Innovation Fund

Sumter closes gap on per-capita income

Commerce Capture: "Rolling Forward!" at Continental Tire in Sumter

Despite the threat of inclement weather, hundreds of South Carolina business leaders and elected officials came together on Tuesday, January 28 to celebrate the grand opening of the Sumter, S.C. plant for Continental Tire the Americas.

Above, Governor Nikki Haley joins Continental AG Executive Board Member Nikolai Setzer on-stage. Company officials expect the plant to produce eight million tires annually by 2021!

Photo courtesy of Continental Tire the Americas.

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