



Tire and Rubber
Association
of Canada

L'Association
canadienne du pneu
et du caoutchouc



TRAC Appoints Bridgestone's Darious Naylor to the Board

Cambridge, Ontario; April 23, 2020—Tire and Rubber Association of Canada (www.tracanada.ca) announces appointment of Bridgestone's Darious Naylor as member of the board.

"Darious will contribute a unique strategic vision and executive insights to our organization. His appointment as board member reflects on his experience and leadership as a consummate industry professional," says Glenn Maidment, TRAC's President.

Naylor joined Bridgestone in 2016, and he is the Executive Director of Sales for Truck, Bus and Retread Tires for Canada. In his role, he drives the execution of the Bridgestone strategy and leads the Canadian team of regional managers and field sales team. He earned a bachelor's degree in computer information systems from Grand Valley State University and an MBA from Georgia State University.

"It's certainly interesting times to join TRAC. I look forward to working as part of the TRAC's leadership team with my industry colleagues and taking on challenges the industry is facing not only in Canada but also globally," says Naylor.

About TRAC:

The Tire and Rubber Association of Canada (TRAC) is the national trade association representing the interests of tire and other rubber manufacturers and importers of rubber goods into Canada, together with rubber recyclers and suppliers whose goods or services directly relate to our industry. The Association was established in 1920 under the name The Rubber Association of Canada, only recently changing its name to the Tire and Rubber Association of Canada to more accurately reflect the Association's role within the industry and what it does for its membership.

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