WHAT IS CLAIMED IS:

1. A process for producing treated filler comprising:

(a) treating a slurry comprising untreated filler wherein said untreated filler has not been previously dried, with a treating composition comprising a treating agent, thereby forming a treated filler slurry; and

(b) drying said treated filler slurry to produce treated filler,

wherein said treating agent comprises a polymer comprising (i) at least one first group that interacts with said untreated filler and (ii) at least one second group that interacts with a rubber matrix into which said treated filler is incorporated,

wherein the treating composition further comprises a coupling agent comprising an organosilane selected from the group consisting of (4-chloromethyl-phenyl) trimethoxysilane, (4-chloromethyl-phenyl) triethoxysilane, [2-(4-chloromethyl-phenyl)-ethyl] trimethoxysilane, [2-(4-chloromethyl-phenyl)-ethyl] triethoxysilane, (3-chloro-propenyl)-trimethoxysilane, (3-chloro-propenyl)-triethoxysilane, (3-chloro-propyl)-triethoxysilane, (3-chloro-propyl)-trimethoxysilane, trimethoxy-(2-p-tolyl-ethyl)silane, triethoxy-(2-p-tolyl-ethyl)silane, and combinations thereof.

2. The process of claim 1, wherein said untreated filler is chosen from aluminum silicate, silica gel, colloidal silica, precipitated silica, and mixtures thereof.

3. The process of claim 1, wherein the filler comprises precipitated silica.

4. The process of claim 1, wherein the polymer is selected from an acrylic polymer, a styrene butadiene latex, a natural rubber latex, or combinations thereof.

5. The process of claim 4, wherein the acrylic polymer is selected from an acrylic random copolymer, an acrylic comb polymer, an acrylic block copolymer, a hyperbranched acrylic polymer, or combinations thereof.

6. The process of claim 5, wherein the hyperbranched acrylic polymer at least partially encapsulates the treated filler.

7. The process of claim 1, wherein the at least one first group is selected from an ester, carboxylic acid, imide, anhydride, diacid, lactone, oxirane, isocyanate, alkoxysilane, hydrolysis products thereof, salts thereof, or combinations thereof .

8. The process of claim 1, wherein the at least one second group is selected from formyl, keto, thiol, sulfido, halo, amino, alkenyl, alkynyl, alkyl, hydrolysis products thereof, salts thereof, or combinations thereof.

9. The process of claim 1, wherein the at least one second group is selected from hydroxyl, anhydride, oxirane, hydrolysis products thereof, salts thereof, or combinations thereof.

10. The process of claim 1, wherein the treatment composition further comprises a non-coupling agent that is different from the treating agent and wherein the non-coupling agent that is different from the treating agent is one or more of a biopolymer, fatty acid, organic acid, polymer emulsion, polymer coating composition, and combinations thereof.

11. The process of claim 1, wherein the treatment composition further comprises a non-coupling agent selected from an anionic surfactant, a nonionic surfactant, an amphoteric surfactant, and combinations thereof, present in an amount of from greater than 1% to 25% by weight based on the weight of untreated filler.

12. The process of claim 1, wherein the treated filler comprises treated precipitated silica; and

the treating composition further comprises:

a non-coupling agent chosen from anionic, nonionic and/or amphoteric surfactants, which is present in an amount of from greater than 1% to 25% by weight based on the weight of untreated filler.

13. A process for producing treated precipitated silica comprising:

(a) combining an alkali metal silicate and an acid to form a slurry comprising untreated silica;

(b) treating said slurry with a treating composition comprising a treating agent, thereby forming a treated slurry; and

(c) drying said treated slurry to produce a treated precipitated silica,

wherein said treating agent comprises a polymer comprising (i) at least one first group that interacts with said untreated silica and (ii) at least one second group that interacts with a rubber matrix into which said treated silica is incorporated,

wherein the treating composition further comprises a coupling agent comprising an organosilane, selected from the group consisting of (4-chloromethyl-phenyl) trimethoxysilane, (4-chloromethyl-phenyl) triethoxysilane, [2-(4-chloromethyl-phenyl)-ethyl] trimethoxysilane, [2-(4-chloromethyl-phenyl)-ethyl] triethoxysilane, (3-chloro-propenyl)-trimethoxysilane, (3-chloro-propenyl)-triethoxysilane, (3-chloro-propyl)-triethoxysilane, (3-chloro-propyl)-trimethoxysilane, trimethoxy-(2-p-tolyl-ethyl)silane, triethoxy-(2-p-tolyl-ethyl)silane, and combinations thereof.

14. The process of claim 13, wherein the polymer is selected from an acrylic polymer, a styrene butadiene latex, a natural rubber latex, or combinations thereof.

15. The process of claim 14, wherein the acrylic polymer is selected from an acrylic random copolymer, an acrylic comb polymer, an acrylic block copolymer, a hyperbranched acrylic polymer, or combinations thereof.

16. The process of claim 15, wherein the hyperbranched acrylic polymer at least partially encapsulates the treated filler.

17. The process of claim 13, wherein the at least one first group is selected from an ester, carboxylic acid, imide, anhydride, diacid, lactone, oxirane, isocyanate, alkoxysilane, hydrolysis products thereof, salts thereof, or combinations thereof.

18. The process of claim 13, wherein the at least one second group is selected from formyl, keto, thiol, sulfido, halo, amino, alkenyl, alkynyl, alkyl, hydrolysis products thereof, salts thereof, or combinations thereof.

19. The process of claim 13, wherein the at least one second group is selected from hydroxyl, anhydride, oxirane, hydrolysis products thereof, salts thereof, or combinations thereof.

20. The process of claim 13, wherein said alkali metal silicate comprises aluminum silicate, lithium silicate, sodium silicate, and/or potassium silicate.

21. The process of claim 13, wherein the treatment composition further comprises a non-coupling agent selected from an anionic surfactant, a nonionic surfactant, an amphoteric surfactant, and combinations thereof, present in an amount of from greater than 1% to 25% by weight based on the weight of untreated filler.

22. A process for producing a treated precipitated silica comprising:

(a) combining an alkali metal silicate and an acid to form an untreated slurry comprising untreated silica;

(b) drying the untreated slurry to produce dried precipitated silica;

(c) forming an aqueous slurry of the dried precipitated silica with a treating composition comprising a treating agent, a coupling agent, and, optionally, a non-coupling agent, to form a treated precipitated silica slurry; and

(d) drying the treated precipitated silica slurry to produce a dried treated precipitated silica,

wherein said treating agent comprises a polymer comprising (i) at least one first group that interacts with said untreated silica and (ii) at least one second group that interacts with a rubber matrix into which said treated silica is incorporated, and

wherein said coupling agent of said treating composition comprises an organosilane selected from the group consisting of (4-chloromethyl-phenyl) trimethoxysilane, (4-chloromethyl-phenyl) triethoxysilane, [2-(4-chloromethyl-phenyl)-ethyl] trimethoxysilane, [2-(4-chloromethyl-phenyl)-ethyl] triethoxysilane, (3-chloro-propenyl)-trimethoxysilane, (3-chloro-propenyl)-triethoxysilane, (3-chloro-propyl)-triethoxysilane, (3-chloro-propyl)-trimethoxysilane, trimethoxy-(2-p-tolyl-ethyl)silane, triethoxy-(2-p-tolyl-ethyl)silane, and combinations thereof.

23. The process of claim 22, wherein the polymer is selected from an acrylic polymer, a styrene butadiene latex, a natural rubber latex, or combinations thereof.

24. The process of claim 23, wherein the acrylic polymer is selected from an acrylic random copolymer, an acrylic comb polymer, an acrylic block copolymer, a hyperbranched acrylic polymer, or combinations thereof.

25. The process of claim 24, wherein the hyperbranched acrylic polymer at least partially encapsulates the treated filler.

26. The process of claim 22, wherein the at least one first group is selected from an ester, carboxylic acid, imide, anhydride, diacid, lactone, oxirane, isocyanate, alkoxysilane, hydrolysis products thereof, salts thereof, or combinations thereof.

27. The process of claim 22, wherein the at least one second group is selected from formyl, keto, thiol, sulfido, halo, amino, alkenyl, alkynyl, alkyl, hydrolysis products thereof, salts thereof, or combinations thereof.

28. The process of claim 22, wherein the at least one second group is selected from hydroxyl, anhydride, oxirane, hydrolysis products thereof, salts thereof, or combinations thereof.