

HERCULES TIRE USA

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

HERCULES TIRE EXPANDS MR IV FAMILY OF TIRES

Hercules Tires & Rubber Company recently expanded its popular MR IV family of products. The success of the MR IV Touring tire spurred the addition of an MR IV SUV line. Both the MR IV as well as the MR IV SUV tire is designed to appeal to consumers in the touring segment.

“While the MR IV Touring is designed for passenger sedans, the new MR IV SUV is designed to address the replacement tire needs for the some of the most popular SUVs and CUVs on the road today,” says Joshua Simpson, Vice President of Marketing.

The MR IV Touring was first introduced in 2006 and has steadily grown in its size offerings and appreciation from dealers. “We’ve had solid feedback on this tire and its appeal to both dealers and consumers,” adds Kevin Breen, Vice President of Private Brands.

The MR IV Touring tire features three wide grooves which resist hydroplaning and perform in all-weather conditions. The state-of-the-art tread design and heavily sipped shoulder assists in driving that is both comfortable and quiet for passengers. Hercules Tire offers nearly 30 sizes of the MR IV Touring which is available in black, white and outlined white letter sidewalls.

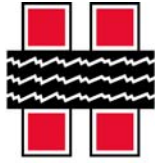
Hercules’ latest MR IV SUV offers the same touring style coupled with the same all-weather performance as its successful MR IV Touring tire. “The MR IV SUV’s smooth and quiet handling yields a car-like ride for consumers,” Simpson adds. Available in both outline white letter and blackwall sizes, the MR IV SUV is designed to provide excellent all-weather traction with touring style and performance.

Attached are sizing and specification details on the Hercules MR IV Touring and MR IV SUV tires. For more information about Hercules Tires, or to locate a Hercules Tire dealer nearest you, visit us online at www.herculestire.com or call 800-677-3573.

About Hercules Tire & Rubber Company

“Quality You Can Count On Since 1952”

THE HERCULES TIRE & RUBBER COMPANY



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The Hercules Tire & Rubber Company headquartered in Findlay, Ohio, is a leading tire marketer of replacement tires in the USA, Canada and globally in more than 90 countries. Hercules offers an extensive selection in passenger, UHP, light truck, medium truck, trailer, off-the-road, industrial and specialty tires manufactured by its worldwide supplier network. Hercules has developed a strong reputation among its customers for its broad range of quality products, making the Hercules brand and its associate brands some of the most sought after proprietary brands in the industry. In addition, Hercules distributes over 20 leading national branded tire programs and collectively offers over 10,000 skus.

Hercules operates regional wholesale warehouses in California, Texas, Illinois, Ohio, Florida, Ontario, and New Brunswick, under the name TDW (Tire Dealers Warehouse) or Hercules Tire Canada. Hercules operates on an international basis from warehouses in the USA, Canada, and China under the name Hercules Tire International.

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