



**HERCULES TIRE** USA

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## NEWS RELEASE

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**FOR IMMEDIATE RELEASE:**                      **June 1, 2009**

### **HERCULES TIRE ADDS THE ROADTOUR<sup>655</sup> TO THEIR TOURING LINE OF TIRES**

*Findlay, Ohio:* Hercules Tire & Rubber Company announces the addition of the Hercules Roadtour<sup>655</sup> to their extensive offering of touring tires.

The new Hercules Roadtour<sup>655</sup> offers all-season touring performance in both H and T rated sizes. The computer optimized tread reduces noise and vibrations in the tire. Nylon overwrap added in the green tire aids in the stability and longevity of the Roadtour<sup>655</sup>. “The result is a long-wearing tire with strong all weather performance and overall better handling,” says Joshua Simpson, Vice President of Marketing.

“The Hercules Roadtour<sup>655</sup> has one of our most aesthetically pleasing sidewall designs to date,” says Joshua Simpson, Vice President of Marketing. The Hercules Roadtour<sup>655</sup> offers a distinct sidewall design which includes icons representing characteristics such as: fuel efficiency, road handling, noise control, all weather performance and spiral wound nylon overwrap. “The sidewall icons act as silent salesmen, communicating the tires’ benefits to consumers,” adds Simpson.

The Roadtour<sup>655</sup> includes high volume fitments in T and H rates sizes with both black and white sidewalls and future expansion of the line will include additional H & V rated fitments.

The Hercules Roadtour<sup>655</sup> will be launched in phases beginning on the West Coast at its TDW (Tire Dealers’ Warehouse) locations and with all Hercules Private Brand customers in the United States and Canada.

Attached are sizing and specification details for the Hercules Roadtour<sup>655</sup> tire. For more information about Hercules Tires, or to locate a Hercules Tire dealer nearest you, visit us online at [www.Hercuelstire.com](http://www.Hercuelstire.com) or call 800-677-3573.

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*“Quality You Can Count On Since 1952”*

**THE HERCULES TIRE & RUBBER COMPANY**



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## *About Hercules Tire & Rubber Company*

*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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