

# Hercules Tires® Welcomes Will Rodgers Racing to Team Hercules

Hercules  
FINDLAY, OHIO

Hercules Tires, a subsidiary of American Tire Distributors (ATD), today announced the expansion of its motorsports participation with the addition of driver Will Rodgers of [Will Rodgers Racing](#) to the Team Hercules roster of UTV and sprint car racing partnerships.

Rodgers' custom Hercules Tires UTV will be fitted with Hercules [Terra Trac M/T](#) tires at the [2019 Mint 400 Off Road Race in Las Vegas](#) March 4-10, 2019 and at the [2019 UTV World Championship](#) on April 5-7, 2019 in the Best In The Desert (BITD) Series.

Rodgers, most well known in the NASCAR racing circuit and recently named to the 2018 NASCAR Next class, is no stranger to off-road racing. Rodgers selected Hercules tires for his UTV in 2019 based on his prior success racing on Hercules tires and his history as a brand ambassador for the Hercules brand. Most recently, he took a podium finish on Hercules tires at the 2017 UTV World Championship.

"I'm thrilled to be partnering with Hercules Tires again in 2019 for some of the highest anticipated off-road races of the year. Our success together in the past was truly a testament to the Terra Trac M/T tires and the ability to win races together," said Rodgers, lead driver for Will Rodgers Racing. "I could not have asked for more

after a second place finish that year in our first start together. I am confident in the program we have built for 2019 and know it will be a winning combination.”

As the newest member of Team Hercules, Rodgers will join Double Lucky racing, 2018 Code Off-Road champions in the Class 29 UTV Turbo division, at the Mint 400 where both teams will be competing on Terra Trac M/T tires.

“Partnering with talented drivers who are all chasing excellence and driven to be the best at what they do, is something we at Hercules Tires understand and live every day,” said Nakia Medlin, director of marketing at Hercules Tires. “We have been working tirelessly to put these programs together in an effort to grow awareness of the Hercules brand. Tying the experience of these champions together with the knowledge of our brand and product experts sets Team Hercules up for a very successful future in racing and beyond.”

Hercules is proud to partner with some of the brightest names in racing, including Will Rodgers Racing, Double Lucky Racing and Greg Wilson Racing who renewed his [long term sponsorship earlier this year.](#)

Hercules’ slogan “Ride on Our Strength” is a testament to its proven ability since 1952 to make quality tires that can take on the toughest road conditions in any season or terrain. The Hercules Terra Trac M/T, available in popular 15-20-inch sizes, has a distinct Hi/Lo tread design and increased siping to deliver extreme terrain traction when off-road and better handling and a quieter ride while on-road.

## **About Hercules Tires**

Hercules Tires is widely recognized as the industry's premier value brand with a comprehensive selection of passenger, UHP, light truck, medium truck and specialty tires. Since 1952, independent tire dealers and distributors have trusted Hercules to deliver outstanding quality, exceptional support, and unsurpassed value.

Hercules is a wholly owned subsidiary of American Tire Distributors, Inc. American Tire Distributors is one of the largest independent suppliers of tires in the North American replacement tire market. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to approximately 80,000 customers across the U.S. and Canada.

## **About Will Rodgers Racing**

Rodgers is a self-made racer and shining star of the American motorsports landscape. With a rare gift of combining his on-track performance with both the business aspect and fan side of motorsports, Rodgers continues to make his mark across the American motorsports landscape.

Born in Hawaii, Rodgers was introduced to go-kart racing at the age of eight. Within 18 months he was the reigning Hawaii state champ and track record holder on Maui. At age 17, Rodgers became a successful Action Sports Cinematographer, earning enough money to purchase an off-road racecar. Rodgers' work and racing evolved into racing sports cars where he became the 2015 Mazda Sports Car Champion. In 2018, Rodgers competed in six ARCA Racing Series races with Ken Schrader Racing, finishing in the top 10 four times, and entered in a handful of NASCAR K&N Pro Series races with Jefferson Pitts Racing, earning two victories and a second-place finish on the three road races.

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