

Hercules Tires Announces the Terra Trac Cross-V AW: The Ultimate All-Weather Tire Solution for Confident Highway Driving

Business

HUNTERSVILLE, N.C.

Hercules Tire and Rubber Company (HTR) announced at the recent Specialty Equipment Market Association (SEMA) show the introduction of the all-new Hercules Terra Trac® Cross-V AW, the brand's first all-weather highway tire designed for crossovers, SUV's and light trucks. The tire will be released as part of a rolling launch with sizes being released in December through January 2024, encompassing 39 sizes from 16-inches to 22-inches designed to fit today's most popular vehicles such as the Kia Telluride, Jeep Cherokee, Subaru Outback, Toyota Highlander, and Ford F-150.

Engineered to be the ultimate all-weather ally without compromise, this innovative product line is designed to excel in warm weather as well as tackle challenging winter conditions with its Three-Peak Mountain Snowflake certification, providing a solution for consumers who want an alternative to making a separate winter tire purchase. With its advanced technology married with enhanced features, the Hercules Terra Trac Cross-V AW promises a driving experience that delivers performance, confidence, and quiet comfort all year round.

“With nearly a decade of dedicated research and development since the launch of its highly acclaimed predecessor, the Terra Trac Cross-V, the Terra Trac Cross-V AW stands as a true embodiment of our steadfast commitment to delivering uncompromised for our Hercules program

dealers and providing consumers with exceptional tires prioritizing safety, performance and comfort, whether facing scorching summers, treacherous winters or somewhere in-between, the Terra Trac Cross-V AW is the ideal solution for all-weather driving needs.”

Steven Liu, Vice President of Product Development at HTR

Key Features:

- **Balanced Performance:** Advanced all-weather compound seamlessly balances treadwear, durability, and winter performance.
- **Enhanced Ride Quality:** Intricate groove design and 4% wider contact patch boost treadwear rating to 700 for longer-lasting performance, durability at high speeds, and superior braking.
- **Superior Driving Stability:** Reinforced tread block stiffness enhances driving stability and handling when turning and during stop-and-go driving conditions.
- **Optimized Design:** The zig-zag tread pattern minimizes tread block movement during braking for better stability and control.

Backed by the Hercules Performance Promise warranty the Terra Trac Cross-V AW will offer up to a 65,000-mile treadwear warranty (SUV/(P)-Metric 65,000 miles and LT-Metric 60,000 miles), a 45-day “Trust our Ride” trial period, road hazard protection and workmanship and materials coverage.

About Hercules Tires:

Hercules Tires is one of three distinct brands owned by Hercules Tire and Rubber Company (HTR). The brand is widely recognized as the industry's premier value brand with a comprehensive selection of passenger, UHP, UTV, light truck, medium

truck, agriculture, and specialty tires. Since 1952, independent tire dealers and distributors have trusted the Hercules brand to deliver outstanding quality, exceptional support, and unsurpassed value. The Hercules Tires brand is available at more than 4,000 retail locations across North America. Hercules Tire and Rubber Company 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 via more than 115 distribution centers to approximately 80,000 customers across the U.S. and Canada.

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