

# Hercules Tires Enters Rugged Terrain Market with All-New TIS RT1 by Hercules

Hercules  
HUNTERSVILLE, NC

*Hercules Tires and TIS Offroad Partner to Launch a Tire Built for Performance and Durability*

**HUNTERSVILLE, N.C. - April 7, 2025** - [Hercules Tires](#) proudly announces the launch of the [TIS RT1 by Hercules](#), a groundbreaking rugged terrain tire designed to bridge the gap between all-terrain and mud-terrain performance. Engineered for light trucks, SUVs, and crossovers, the TIS RT1 by Hercules delivers superior off-road capability without sacrificing on-road comfort.

The TIS RT1 by Hercules is a collaboration between Hercules Tires and [TIS Offroad](#) designed to meet the demands of adventure enthusiasts who need a tire that performs just as well on rocky trails as it does on paved highways. Backed by the [Hercules Performance Promise](#) and boasting an industry-leading 55,000-mileage warranty, this innovative tire features:

- **Hybrid Rugged Terrain Capability** - Engineered for the perfect balance of mud-terrain durability and all-terrain versatility.
- **Optimized Ride Comfort & Stability** - Siping design enhances tread rigidity and comfort, while tread blocks and chamfer steps boost stiffness and minimize squirm for a smoother ride.
- **Dual Buttress Design and Bolstered Sidewalls** - Enhance durability and allow for a customized look.

- **Claw-Like Traction** - Scalloped shoulder lugs and open shoulder grooves deliver powerful traction and expel mud quickly.

“The TIS RT1 by Hercules is a game-changer, expanding our product lineup to deliver even greater versatility and profitability for our customers,” said Steven Liu, Vice President of Product Development at American Tire Distributors. “To showcase its capabilities, we invited select Hercules Tires dealers to the rugged trails of Moab, Utah for an exclusive preview. Their feedback was outstanding—highlighting both the tire’s impressive performance and its competitive price point. With the TIS RT1 by Hercules, we’re confident we’ve added a winning product to our already extensive lineup.”

TIS President and Founder Myles Kovacs also expressed enthusiasm about the collaboration: “The TIS RT1 by Hercules marks the third collaboration with Hercules Tires and we’re extremely excited about what this product has to offer. We designed this tire for drivers who demand both style and capability, whether they're pushing limits off-road or turning heads on the street. Partnering with Hercules Tires allows us to bring an aggressive, high-performance rugged terrain tire to the market that complements our off-road wheel lineup perfectly.”

At the conclusion of the phased launch, the TIS RT1 by Hercules will be available in 41 sizes ranging from 16-inch to 22-inch rim diameters to accommodate a wide variety of vehicles, including the Ford F-150, Jeep Wrangler, Toyota Tacoma and Chevrolet Silverado.

For more information about the TIS RT1 by Hercules, visit [HerculesTires.com/TISRT1](https://HerculesTires.com/TISRT1), or a Hercules Tires dealer near you.

## About Hercules Tires

Hercules Tires is one of three distinct brands owned by The Hercules Tire and Rubber Company (HTR). As the flagship brand, Hercules Tires is celebrated for its premium craftsmanship and unwavering commitment to delivering unparalleled durability, performance, and confidence on the road. With one of the most comprehensive lines of replacement tires in the U.S. and Canada, Hercules Tires offers a robust selection that includes passenger, UHP, UTV, light truck, medium truck, agriculture, and specialty tires. Since 1952, independent tire dealers and distributors have relied on the Hercules brand for outstanding quality, exceptional support, and unmatched value.

Hercules Tires is available at more than 4,000 retail locations across North America. The Hercules Tire and Rubber Company is a wholly owned subsidiary of American Tire Distributors, Inc.—one of the largest independent suppliers in the North American replacement tire market. Through over 115 distribution centers, American Tire Distributors provides an extensive breadth and depth of inventory, frequent delivery, and value-added services to approximately 80,000 customers across the U.S.

To learn more about Hercules Tires, visit [www.herculestires.com](http://www.herculestires.com) or follow us on [Facebook](#), [X](#), [LinkedIn](#), or [Instagram](#).

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