



# HERCULES TIRE

16380 East U.S. Route 224, Suite 200 • Findlay, OH 45840 • Office: 419.425.6400 • Fax: 419.425.6402 • [www.herculestire.com](http://www.herculestire.com)

## NEWS

FOR IMMEDIATE RELEASE

Contact: Suzanne Mitchell  
Hercules Tire & Rubber Co.  
419.425.6456  
[suzanne.mitchell@herculestire.com](mailto:suzanne.mitchell@herculestire.com)

### **Hercules Tires Introduces Ironman Tour CRI** *All-Season Touring Tire Enhances Popular Value Line*

FINDLAY, OHIO, June 28, 2011 – Hercules Tires announces the addition of the Ironman Tour CRI to the Ironman family of products. An all-season, mid-range touring tire, the Tour CRI is built for long life and all-weather performance:

- All sizes offer a nylon overwrap to provide greater stability.
- A silica-based tread compound delivers long tread life and improved wet grip.
- Heavy siping enables handling performance in wet and dry conditions.

The Ironman Tour CRI is offered in 21 sizes, which include 14- to 16-inch rim diameters with traditional 55/60/65/70 series offerings, carries a T- and H-speed rating and is supported by a UTQG of 500 A-B.

Available in black and white sidewalls, the Tour CRI has a stylish touring appearance and the symmetrical tread pattern creates a quiet, comfortable ride and allows for front-to-back and cross rotation.

“The Tour CRI rounds out the Ironman product offering, which now offers a complete range of tires, from passenger touring and performance to light truck, SUV and specialty lines,” said Joshua Simpson, vice president of marketing for Hercules Tires. “Ironman combined with Hercules gives our customers a great one-two punch.”

The Tour CRI rounds out the Ironman product offering, which now features a complete range of tires, from passenger touring and performance to light truck, SUV and specialty lines. The Ironman Tour CRI is currently available through the Hercules Brand distribution network in the USA and Canada, as well as internationally. Additional information can be found at [www.herculestire.com](http://www.herculestire.com).

#### *About The 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. Hercules offers an extensive selection of passenger,

*“Quality You Can Count On Since 1952”*

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THE HERCULES TIRE & RUBBER COMPANY

UHP, light truck, medium truck, trailer, off-the-road, industrial and specialty tires manufactured by a 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, Arizona, Illinois, Ohio, Florida, Ontario, British Columbia and New Brunswick, under the name TDW (Tire Dealers Warehouse) or Hercules Tire Canada.

Hercules operates on an international basis, in over 90 countries, from warehouses in the USA, Canada, and China under the name Hercules Tire International.

