



FOR IMMEDIATE RELEASE

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TBC Brands Introduces the Sumitomo HTR Enhance LX2 | CX2 | WX2 Tire

Palm Beach Gardens, FL – January 31, 2019 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, introduces a premium performance family of tires, the Sumitomo HTR Enhance LX2 | CX2 | WX2, covering almost every on-road vehicle and driving style.

This power line is available in three fitments with rims ranging from 15” to 22” in over 80 sizes; 43 passenger, 25 CUV and SUV, and 14 UHP sizes for sedans and CUVs. The Enhance LX2 is an all-season touring tire designed to provide enhanced ride comfort in a variety of road conditions. The Enhance CX2 is for SUV and CUV drivers seeking a tire tough enough to handle heavy loads while still delivering dependable year-round performance. And, the Enhance WX2 is an ultra-high performance tire with predictable handling, all-season traction and precise cornering.

“TBC Brands is excited to expand the Sumitomo brand lineup with the addition of the HTR Enhance family which spans three of the fastest growing market segments in the industry,” said Jon Vance, Senior Vice President of Product Marketing for TBC Corporation. “This family of tires was designed for dealers seeking an exclusive, high quality product with top tier performance all while offering enhanced profitability. With this HTR Enhance, dealers will be able to stock one line that covers multiple vehicle fitments while making it easy for retail associates to sell this go-to product.”

The Sumitomo HTR Enhance LX2 is now available in North America, with the HTR Enhance CX2 | WX2 available in Q2 of 2019.

The family of tires features an outstanding warranty protection package including:

- LX2: 90,000 mile limited treadwear warranty for all T-rated sizes and 75,000 mile limited treadwear warranty for all H- and V-rated sizes
- CX2: 65,000 mile limited treadwear warranty for all sizes
- WX2: 55,000 mile limited treadwear warranty for all sizes
- 45-day free test drive
- 2-Year, 24/7 roadside assistance coverage
- Free lifetime defect replacement



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Photos available upon request.

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About TBC Brands

TBC Brands LLC is one of the largest distributors of private brand tires in North America. The Company has been recognized for its underlying commitment to quality, safety, and value. Through their proprietary brands, TBC Brands is able to provide independent wholesale and retail customers access to an unparalleled range of consumer and commercial products. For more information, visit www.tbcbrands.com.

About TBC Corporation

For more than 60 years, [TBC Corporation](#) (TBC), one of North America's largest marketers of automotive replacement tires through a multi-channel strategy, has been a tire company ahead of the curve. Through worldwide operations spanning wholesale, retail, and franchise, TBC provides customers top tier brands and automotive maintenance and repair services with the underlying mission to exceed customer expectations. TBC serves wholesale customers in the United States, Canada and Mexico through [TBC Brands](#), [National Tire Wholesale \(NTW\)](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total car care at more than 700 company-operated tire and automotive service centers under the brands [Tire Kingdom](#)[®] Service Centers, [Merchant's](#)[®] Tire & Auto Service Centers, and [NTB](#)[®] Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires](#)[®] and [Midas](#)[®] franchise systems.