



FOR IMMEDIATE RELEASE

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TBC Brands Introduces the Sumitomo HTR Z5 Tire

-The successor to the Sumitomo HTR Z3-

Palm Beach Gardens, FL – July 30, 2019 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, introduces the successor to the HTR Z3, the Sumitomo HTR Z5, which outperforms its predecessor with major improvements in wet braking, wet handling, dry braking and ride comfort.

The Z5 provides drivers of modern sports cars and performance sedans responsive high-speed handling with free defect replacement for the life of its usable tread. The tire features widened circumferential grooves for advanced hydroplaning resistance and an increased shoulder and contact patch to prevent irregular wear. This maximum performance summer tire is available in 54 y-rated sizes with rims ranging from 17” to 20”.

“The HTR Z5’s size lineup captures the trend and popularity amongst the 18+ inch fitments as the market continues to shift toward larger diameters,” said Jon Vance, Senior Vice President of Product Marketing for TBC Corporation. “This tire is a great addition to Sumitomo’s full product line-up offering dealers a high-value, high-profit alternative to higher priced top and mid-tier products.”

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



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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 720 company-operated tire and automotive service centers under the brands [Tire Kingdom](#)[®] Service Centers and [NTB](#)[®] Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires](#)[®] and [Midas](#)[®] franchise systems.