



FOR IMMEDIATE RELEASE

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TBC Brands Introduces the Power King Xert-3HD OTR Tire

Palm Beach Gardens, FL – April 30, 2019 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, introduces a new radial tire for loaders and articulated trucks, the Power King xERT-3HD. This OTR tire complements our existing Power King xERT-3 value line and is rated for E-3 and L-3 service.

The xERT-3HD's self-cleaning tread provides superior traction in all off-road conditions making it an exceptional choice for municipalities and aggregate operations. It's wide, flat footprint coupled with the increased tread-to-void ratio improves the stability and tread life of the tire. These loader tires are equipped to tackle mixed operations with the wear and cut tread compound and thick under tread.

"TBC Brands is excited about the expansion of the Power King lineup with the addition of the xERT-3HD," said Bill Dashiell, SVP of the Commercial Tire Division for TBC Brands. "This OTR tire was designed for dealers seeking a long original tire life with a high-quality casing for excellent retreadability."

The Power King xERT-3HD is available in 4 sizes:

- 20.5R25
- 23.5R25
- 26.5R25
- 29.5R25

Power King off-highway tires feature a five-year warranty for workmanship and materials that includes a no charge replacement within the first twelve months with 10% or less of the original tread depth used if it becomes unserviceable due to a defect in design, workmanship, or material. A prorated allowance is available after the no-charge replacement period or the tread use exceeds that allowed based on the date of manufacture and the amount of tire use after installation.

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 and [NTB](#)® Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires](#)® and [Midas](#)® franchise systems.