

# Hercules Tires launches industry's first dedicated winter tire for CUV's and SUV's

FINDLAY, O.H.

**Hercules® Tires**, a subsidiary of American Tire Distributors (ATD), today launched the industry's first dedicated winter tire for CUVs and SUVs - the **Hercules Avalanche® XUV**. The new Avalanche XUV builds on the legacy of the previous generation Avalanche X-Treme® tire line by optimizing vehicle performance so SUV and CUV drivers can handle winter's worst.

Manufactured in the United States, the Avalanche XUV features Snow Grip Technology, a collection of advanced integrated features that work together and equip the tire with improved cold weather capabilities to conquer the harshest winter driving conditions. Tested against previous generation, the Avalanche XUV stops up to 4 feet shorter in snow and up to 8 feet shorter on ice\*. Features of the new tire include:

- **A proprietary winterized tread pattern with Snow Grabber Grooves** specifically designed to help trap and hold snow, delivering critical snow-on-snow traction when it's needed most.
- **Tailored thin-gauge full depth sipes** prolong tread life and provide a more responsive ride giving drivers greater peace of mind even in the harshest winter conditions.
- **Improved contact patch surface area** increases rubber contact with the road for a greater grip on icy roads.

- **Stud pins** that provide the option for additional ice traction.

“CUV sales surpassed passenger cars as the most popular light-duty vehicle type for the first time in 2018. Even several years ago, in 2014, Hercules saw the trend emerging in the CUV and SUV market and introduced our premium all-season SUV/CUV/LT product, the [Hercules Terra Trac® Cross-V](#),” said Steven Liu, senior director of proprietary brands at ATD. “As the CUV continues to reshape the automotive landscape, the challenge for the replacement tire market is to keep up. We’ve taken that challenge head on and created the Avalanche XUV winter tire that specifically optimizes the performance of SUVs and CUVs when the weather turns cold.”

The Avalanche XUV has earned the distinction of the three-peak mountain snowflake symbol, signifying its certification in severe weather performance. Available in the most popular SUV and CUV sizes, the Avalanche XUV is backed by the Hercules Performance Promise providing drivers even more peace of mind with Road Hazard Coverage, a 45-day “Trust our Ride” satisfaction trial and Workmanship and Materials coverage.

For more information, visit [www.herculestire.com](http://www.herculestire.com).

\*Based on internal testing of the 255/55R18 Avalanche X-treme SUV vs. 255/55R18 Avalanche XUV. Individual on-road results may vary.

## **About Hercules Tires**

Hercules Tires is widely recognized as the industry's premier value brand with a comprehensive selection of passenger, UHP, light truck, medium truck and specialty tires. Since 1952, independent tire dealers and distributors have trusted Hercules to

deliver outstanding quality, exceptional support, and unsurpassed value.

Hercules is a wholly owned subsidiary of American Tire Distributors, Inc. American Tire Distributors is one of the largest independent suppliers of tires in the North American replacement tire market. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to approximately 80,000 customers across the U.S. and Canada.

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