

Hercules Tires Announces Enhanced Touring All-Season Tire: The Roadtour Connect AS

Business

HUNTERSVILLE, N.C.

Hercules Tire and Rubber Company (HTR) announced at the recent Specialty Equipment Market Association (SEMA) show the introduction of the all-new Hercules Roadtour Connect AS, the highly anticipated successor to the beloved Roadtour 455 and Roadtour 455 Sport. The all-season passenger/performance touring tire will be released as part of a rolling launch beginning in December through Q1 2024, encompassing a total of 41 SKUs ranging from 14-inch to 19-inch rim diameters.

HTR's namesake brand Hercules Tires, began a new chapter and launched the first entrant into the Roadtour Connect family in 2022 after replacing the longstanding Roadtour 855 SPE and Roadtour 655 MRE with the [Roadtour Connect PCV](#), creating a singular solution designed to connect dealers with the needs of multiple consumers. Now, with the launch of the Roadtour Connect AS, drivers can experience an unparalleled sense of assurance on the road in the entry-level performance touring tire space.

The new line ensures that safety and reliability are never compromised via an extended mileage warranty, an asymmetrical tread pattern with improved traction and enhanced ride comfort all while maintaining an accessible price point for cost-conscious consumers looking for overall value. The Roadtour Connect AS will offer sizes to fit some of the most popular vehicles on the road today such as the Toyota Camry and RAV4, Honda Civic, Nissan Altima, Hyundai Sonata and the Ford Escape.

“We are thrilled to introduce a tire that not only exceeds expectations in performance but also embraces the latest advancements in tire technology, said Steven Liu, Vice President of Product Development at HTR. “While the Roadtour Connect AS is an entry-level product it is still a testament to our commitment to providing drivers with the best-in-class products for a seamless and secure driving experience.”

Key features and benefits of the Roadtour Connect AS include:

- **Prolonged Tire Lifespan** - Next-gen compound technology boosts the UTQG to a 600 and upgrades the mileage warranty to 55,000 miles when compared to its predecessor.
- **Year-Round Traction Performance** - Intricate tread block geometry strategically enhanced with high-density siping and grooves work in tandem to provide greater control when braking, exceptional driving stability and well-rounded all-season performance bolstered by enhanced wet and snow performance.
- **Ride Comfort** - A meticulously engineered tread pattern crafted through advanced computer simulation creates a distinctive air flow path through the tire’s shoulder grooves tuning out road noise for a remarkably pleasant driver experience.

Backed by the Hercules Performance Promise warranty the T, H and V-rated Roadtour Connect AS will offer a 55,000-mile treadwear warranty, a 45-day “Trust our Ride” trial period, road hazard protection and workmanship and materials coverage.

About Hercules Tires

Hercules Tires is one of three distinct brands owned by Hercules Tire and Rubber Company. The brand is widely recognized as the industry's premier value brand with a comprehensive selection of passenger, UHP, UTV, light truck, medium truck, agriculture, and specialty tires. Since 1952, independent tire dealers and distributors have trusted the Hercules brand to deliver outstanding quality, exceptional support, and unsurpassed value. The Hercules Tires brand is available at more than 4,000 retail locations across North America. Hercules Tire and Rubber Company 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 via more than 115 distribution centers to approximately 80,000 customers across the U.S. and Canada.

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