



FOR IMMEDIATE RELEASE

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## **TBC Brands Introduces the Sumitomo HTR A/S P03 Tire**

*The successor to the Sumitomo HTR A/S P02*

Palm Beach Gardens, FL – September 17, 2020 – [TBC Brands](#), the exclusive distributor of Sumitomo Tires in North America, introduces the Sumitomo HTR A/S P03. The next generation A/S P03 outperforms its predecessor, the coveted Sumitomo HTR A/S P02, in ride comfort, wet braking, tread life, and winter traction, while maintaining the same outstanding dry braking and reduced road noise.

The HTR A/S P03 provides impressive handling and sporty performance, meeting the high-performance needs of the drivers of sports cars, sedans and crossovers. Its unique, advanced tread design reduces hydroplaning risk while the 3D sipes offer enhanced contact with the road for improved bite and irregular wear prevention. This high-performance all-season tire is available in 75 sizes with rims ranging from 15” to 20”.

“The HTR A/S P03’s lineup is market focused on larger rim diameters and higher speed ratings to capture the trends of the fastest growing segments,” said Jon Vance, Senior Vice President of Product Marketing for TBC Corporation. “This tire was designed for dealers seeking an exclusive, high quality product with top tier performance all while offering improved profitability. The A/S P03 is a great addition to Sumitomo’s full product line-up and answers the end-users need for a remarkable high-performance ride.”

The A/S P03 is now available in select sizes with rolling availability through October of 2020 and a few new sizes debuting in 2021.

The Sumitomo HTR A/S P03 features an outstanding warranty protection package including:

- H- & V-Rated Sizes: 65,000 mile limited treadwear warranty
- W-Rated Sizes: 45,000 mile limited treadwear warranty
- 2-Year, 24/7 tire roadside assistance coverage
- 1-Year tire road hazard protection plan
- 30-day free test drive
- Free lifetime replacement for workmanship or material defects



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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 proprietary 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](http://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 600 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.