



FOR IMMEDIATE RELEASE

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**TBC Brands Introduces New Medium Radial Truck Tire Brand**  
*Wide selection of Prinx Tires sizes and application types available*

Palm Beach Gardens, FL – November 18, 2020 – [TBC Brands](#), one of the largest distributors of proprietary brand tires in North America, is pleased to announce the launch of a new medium radial truck tire brand, Prinx Tires.

Exclusively distributed by [National Tire Wholesale \(NTW\)](#) retailers in North America, the Prinx medium radial truck lineup is available in seven application types delivering uncompromising value.

- The AR602, a regional steer all position tire line, is suitable for long wear and excellent grip.
- The TH107, a multi-axle decoupling groove trailer tire line, is the perfect choice for users looking for line-haul or regional use.
- The line developed to meet the demands of line-haul and regional trucks, the DH106, was produced with a closed shoulder design for high-speed performance and even wear.
- The open shoulder drive tire line, the DR601, is suitable for regional applications where additional traction is needed.
- AM210 is a mixed service all-position tire line designed for on- and off-road usage with its cut and chip-resistant compound while the AM211's wide base is suitable for challenging on- and off-road mixed service conditions and all wheel positions.
- For dump trucks, logging trucks or concrete mixing trucks, the DM212 tire line offers maximum traction on- and off-highway.

“We’re excited about the addition of this new brand and the expansion of our program offering,” said Bill Dashiell, Senior Vice President of the Commercial Tire Division for TBC Brands. “With applications in line haul, regional and mixed service, as well as multiple axle positions within each application, Prinx Tires reinforces our commitment to continued growth.”



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Prinx medium radial truck tires feature a five-year warranty for workmanship and materials that includes a no charge replacement within the first 2/32<sup>nd</sup> or twelve months from date of purchase, whichever comes first, due to a defect in design, workmanship, or material. A five-year radial casing warranty is also provided featuring a retread warranty for up to two retreads and a casing allowance.

“We’re thrilled to be the sole distributor of Prinx medium radial truck tires in the U.S.,” said Rodger Smith, President & COO of NTW. “This lineup will provide our customers high quality products and improved availability all at a competitive price.”

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.