

# PERFORMANCE & TOURING

**Raptis R-T5**  
PREMIUM UHP | ALL-SEASON



- CoolCourse™ temperature control system
- 3D UltraWave™ siping
- Hercules EvacuTrack™ grooves



45K

✓

✓

W

500 AA A

STD/XL

45 SKUs in 17-20"

Firestone Firehawk AS  
Goodyear Eagle Sport AS  
Fuzion UHP A/S Sport

**H/P 4000**  
COSMETIC PERFORMANCE | ALL-SEASON



- Perfect for classic vehicles
- Time-tested quality
- All-season traction



50K

✓

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S/T

440 A B  
440 A C

STD

13 SKUs in 14-15"

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**Roadtour 855 SPE**  
LUXURY TOURING | ALL-SEASON



- Asymmetric tread pattern
- 3D siping
- Advanced silica tread compound



UP TO 85K

✓

✓

H/T/V

580 A A  
620 A A  
780 A A

STD/XL

40 SKUs in 15-20"

Firestone Champion Fuel Fighter  
Goodyear Assurance Maxlife  
Goodyear Assurance ComforTred

**Roadtour 655 MRE**  
PREMIUM TOURING | ALL-SEASON



- Excellent fuel efficiency
- Smooth and quiet
- Long lasting performance



UP TO 65K

✓

✓

H/T/V

580 A A  
600 A B

STD

34 SKUs in 14-18"

Firestone All Season  
Goodyear Assurance A/S

**Roadtour 455 and 455 Sport**  
TOURING AND PERFORMANCE TOURING  
ALL-SEASON



- Non-directional tread pattern
- Full depth siping
- Optimized tread design



50K

✓

✓

H/T/V

520 A A  
520 A B

455-STD  
455S-STD/XL

35 SKUs in 14-18"  
and  
8 SKUs in 17-19"

Kelly Edge A/S & HP  
Fuzion Touring

**Avalanche RT**  
PREMIUM PASSENGER  
STUDDABLE WINTER



- Exclusive Snow Grip Technology
- Thin-gauge sipes
- Snow-Grabber Grooves



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✓

✓

H/T

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STD/XL

48 SKUs in 14-18"

Firestone Winterforce 2

ROADTOUR SERIES

## FIRST IN PROFITABILITY

Ranked #1 in profitability by Tire Review\*, you can trust Hercules to provide you with the potential to push your profits to their peak. As a participating Hercules dealer, you have the opportunity to earn quarterly volume bonuses, Retail Rewards for counter sales and a spot on our annual incentive trip.

\*Tire Review 2018 & 2019 Brand Study

## INDUSTRY LEADING PROTECTION

When your customers take Hercules Tires along for the ride, they can drive confidently, knowing that they have the power of our industry leading Performance Promise riding shotgun. This includes our "Trust Our Ride" 45 Day Trial, Mileage Coverage Plan, Road Hazard Protection and Workmanship and Materials Coverage.



ROAD HAZARD PROTECTION



45 DAY TRUST OUR RIDE TRIAL



MILEAGE COVERAGE PLAN



WORKMANSHIP & MATERIALS

## POWERFUL RESOURCES

Not only do we drive traffic to your store by connecting consumers with our qualified dealer base through our dealer locator, our exclusive online Power Outlet delivers the valuable resources you need to power the Hercules brand in your own local marketing efforts. From TV commercials, videos, and POS materials, to social media programs, Strongman inflatables and more, we've got you covered.



# LIGHT TRUCK & SUV

## Terra Trac Cross-V

PREMIUM SUV-LT/UV | ALL-SEASON



- Unique tread design
- Reinforced shoulder
- Sophisticated tread pattern



UP TO 70K

MILEAGE COVERAGE PLAN

ROAD HAZARD PROTECTION

"TRUST OUR RIDE" 45 DAY TRIAL

SPEED RATING

UTOG

LOAD ID

SKUS

KEY COMPETITORS BY PRODUCT

Firestone Destination LE2  
Goodyear Wrangler Fortitude HT  
Bridgestone Dueler HT

## Terra Trac HPT

UV/SUV/LT HIGHWAY TRACTION  
ALL-SEASON



- Improved Overall Traction
- Extended Treadlife
- Smooth, Steady Ride



UP TO 50K

## Terra Trac AT II

PREMIUM ALL-TERRAIN | ALL-SEASON



- Quiet on/off-road tread design
- Silica infused tread compound
- High-strength construction



60K

## Terra Trac T/G Max

PREMIUM COMMERCIAL TRACTION  
ALL-SEASON



- Robust, silica-based compound
- Cut and chip resistant
- Deep 18.5/32" tread



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## Terra Trac M/T

EXTREME TRACTION | ALL-SEASON



- Extreme off-road traction
- Aggressive open shoulder design
- Deep siping



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## Terra Trac CH4

PREMIUM COMMERCIAL HIGHWAY  
ALL-SEASON



- Equipped for high torque and heavy loads
- Purpose-built for high-scrub applications
- Optimized for all-seasons



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## Avalanche TT

PREMIUM LIGHT TRUCK  
STUDDABLE WINTER



- Thin gauge, full-depth siping
- Silica tread compound
- Optional stud pins



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## Avalanche XUV

PREMIUM CROSSOVER/SUV  
STUDDABLE WINTER



- Exclusive Snow Grip Technology
- Thin-gauge sipes
- Snow-Grabber Grooves



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## Avalanche X-Treme SUV/LT

PREMIUM SUV/LIGHT TRUCK  
STUDDABLE WINTER



- Max traction in snow, ice
- Time-tested performance
- Pinned for winter studs



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600 A A for SUV

SUV-STD LT-E

46 SKUs in 16-22"

500 A B for SUV

SUV-STD LT-C/E

25 SKUs in 15-20"

500 A B for SUV

SUV-STD/ XL/RE LT-C/E

59 SKUs in 15-20" and Flotation

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C/D/E

28 SKUs in 15-20" and Flotation

-

C/D/E

23 SKUs in 15-20" and Flotation

-

C/D/E

13 SKUs in 15-18"

STD/XL D/E

23 SKUs in 16-22"

STD/XL

10 SKUs in 18-20"

C/E

2 LT SKUs in 16"  
3 SUV SKUs in 16-18"

Firestone Destination M/T2  
Kelly Safari TSR  
Goodyear Wrangler MT/R

Firestone Transforce HT

Goodyear Ultra Grip  
Firestone Winterforce 2  
Kelly Snowtrakker Radial ST/2

Goodyear Ultra Grip  
Firestone Winterforce 2  
Kelly Snowtrakker Radial ST/2

Goodyear Ultra Grip  
Firestone Winterforce 2  
Kelly Snowtrakker Radial ST/2

