

# A LEGEND REIMAGINED.

INTRODUCING THE NEXT GENERATION TERRA TRAC® AT II



TERRA TRAC® AT-X VENTURE All-Terrain | All-Season | SUV & Light Truck = TERRA TRAC® AT-X JOURNEY All-Terrain | All-Season | Crossover



PROUDLY MADE IN THE USA.



**HERCULES TIRES.**  
RIDE ON OUR STRENGTH.

# MEET THE PAIR THAT GETS THEM *THERE.*

## Two & Improved

Our newest siblings in strength are joining the Terra Trac® family. The Terra Trac AT X-Journey and Terra Trac AT X-Venture are premium all-terrain, all-season tires that represent a re-imagining of our best-selling light truck customer favorite, the Terra Trac AT II. Both next generation Terra Trac ATX tires offer a quiet ride with an added dose of cut and chip resistance, paired with a silica-infused compound and 3PMS certification to provide performance without compromise.

	TERRA TRAC AT II	TERRA TRAC AT X-JOURNEY (Crossover)	TERRA TRAC AT X-VENTURE (Light Truck/SUV)
DUAL BUTTRESS		•	•
SOUND BLOCK TECHNOLOGY		•	•
NEX-GEN CUT AND CHIP RESISTANCE		•	•
IMPROVED WET TRACTION		•	•
IMPROVED SNOW TRACTION		•	•
MODERN SIZING		•	•

## Popular Fitments

Available in 57 SKUs, including 20 X-Journey & 37 X-Venture SKUs, at full launch. The new line is designed to fit the most popular and growing vehicle segments in the market.

- **CHEVROLET** Silverado, Suburban, Tahoe
- **FORD** Bronco, Badlands, Expedition, Explorer, F-150
- **HYUNDAI** Palisade
- **JEEP** Gladiator, Grand Cherokee, Rubicon, Gladiator Rubicon
- **KIA** Telluride
- **RAM** 2500/3500, 2500/3500 Limited
- **SUBARU** Ascent
- **TOYOTA** Highlander, RAV4, Tundra
- **VOLKSWAGEN** Atlas

**The Terra Trac AT X-Journey and Terra Trac AT X-Venture cover over 80% of the total All-Terrain market.**



## TERRA TRAC® AT X-JOURNEY

Premium All-Terrain | All-Season Crossover

From the average day to an anything-but-average getaway, the **Terra Trac AT X-Journey's** versatility gives CUV and small SUV drivers a capable all-terrain pattern, infused with a comfortable, quiet ride for the daily commute, a dual buttress design for versatility and aggressive sidewall elements for curb appeal.



## TERRA TRAC® AT X-VENTURE

Premium All-Terrain | All-Season SUV | Light Truck

Purpose built for the bold and brave, the **Terra Trac AT X-Venture's** ferocious design and exceptional treadwear give light duty pickup trucks and utilitarian style SUVs the power to dominate off-road action, harsh winter weather and every ride in between.

# TAKE YOUR BOTTOM LINE TO THE MOUNTAIN TOP.

The Terra Trac AT X-Journey builds on the Terra Trac AT II legacy with enhanced driving features that give drivers more of what they've come to expect—flawless wet and snow performance, longevity and a comfortable, quiet ride.

Available in 20 (P) Metric SKUs for Crossovers and small SUVs, many of which are enhancements covering more vehicles than what was previously offered in the Terra Trac AT II.

## FEATURES & BENEFITS

- 1 **Dual Sidewall and Shoulder Design** - gives the driver a cost-effective way for flexible customization that enhances the individuality of their vehicle.
- 2 **Sawtooth Edges** - enable critical snow-on-snow traction for peace-of-mind in handling harsh winter weather conditions.
- 3 **Circumferential Grooves** - support lateral stability and contributes to wet traction by directing water flow through the tread for hydroplaning resistance.
- 4 **Tusk Grooves** - designed to create the perfect void to rubber ratio and keep the tread clear of mud and dirt through the support of stone ejector ribs in the grooves for increased all-terrain traction.
- 5 **Alternating Shoulder Scallops** - built into the shoulder design this feature allows the tire to dig into tough terrains for increased traction.
- 6 **3D Sipes and Silica Tread Compound** - work in concert to provide exceptional responsive handling in wet weather conditions.
- 7 **Sound Block Technology (SBT)** - A system of design characteristics that collectively change the harmonics of the tire during on-road driving via tread block placement and sound barrier nodules in the outer shoulder for a quiet, comfortable ride.
- 8 **3 Peak Mountain Snowflake Certified** - meets required performance criteria in snow testing to be considered severe snow service-rated.



Terra Trac<sup>®</sup> AT X-Journey

## RIDE ON OUR STRENGTH.

The AT X-Venture has the latest cutting-edge design elements optimized for a wide range of usage/applications and is the go-to tire for all enthusiasts, tradesman, and casual weekend warriors. Encompassing 37 SKUs ranging from LT to flotation sizes, to six (P) Metric sizes that are OE on select light truck and jeeps.

## FEATURES & BENEFITS

- 1 **Enhanced Profile Shape and Tread Block Formation** - supports longevity of tread-wear and enhanced vehicle stability when maneuvering both on and off road.
- 2 **Dual Sidewall and Shoulder Design** - deep lugs on the sidewall provide an aggressive appearance while the dual sidewall and shoulder design gives drivers a cost-effective way for flexible customization that enhances the individuality of their vehicle.
- 3 **Alternating Shoulder Scallops** - built into the shoulder design this feature allows the tire to dig into tough terrains for increased traction.
- 4 **Tusk Grooves** - designed to create the perfect void to rubber ratio and keep the tread clear of mud and dirt through the support of stone ejector ribs in the tread grooves for all-terrain traction.
- 5 **Bevel Edge Blocks** - innovative chamfered tread block design provides superior stone drilling resistance and cut and chip prevention in off-road conditions, increasing durability for higher torque vehicles.
- 6 **3D Sipes and Silica tread compound** - work in concert to provide exceptional responsive handling in wet weather conditions.
- 7 **Sound Block Technology (SBT)** - A system of design characteristics that collectively change the harmonics of the tire during on-road driving via tread block placement and sound barrier nodules in the outer shoulder for a quiet, comfortable ride..
- 8 **3 Peak Mountain Snowflake Certified** - meets required performance criteria in snow testing to be considered severe snow service-rated.



Terra Trac<sup>®</sup> AT X-Venture

# DUAL BUTTRESS. UNIQUE CUSTOMIZATION.

Variable sidewall designs give customers the ultimate in tire and choice.



OPTION 1

OPTION 2



OPTION 1

OPTION 2

## TERRA TRAC® AT X-JOURNEY

### All-terrain, all-season, all their own.

The Terra Trac AT X-Journey's hard-hitting look accompanies versatile performance. Two unique sidewall designs provide a cost effective way to match the tire to their personality—wherever they go.

## TERRA TRAC® AT X-VENTURE

### Choose Your Character

Only the Terra Trac AT X-Venture has the looks to match its bold and brazen off-road prowess. Alternating sidewall configurations let drivers choose from two distinct looks.



## MORE MUSCLE THAN MEETS THE EYE.

### New tire selection, same tireless protection.

The Terra Trac ATX is the preferred choice of drivers that take their own paths in life. Because beyond the hearty construction and quality materials, the make-it-your-own customization and the on-road/off-road versatility, the Terra Trac ATX is backed by our industry leading protection plan.



### ROAD HAZARD PROTECTION

Pesky potholes, nails, glass and other debris can make the daily commute as risky as a dusty trail. But Hercules lets your customers ride in confidence with a groundbreaking Road Hazard Protection Program that offers FREE REPLACEMENT for any Hercules brand passenger and light truck tire for two years or the first 50% of tread life.



### "TRUST OUR RIDE" 45 DAY TRIAL

If your customers are not completely satisfied with their Terra Trac AXT purchase, they can simply return them within 45 days to exchange them for a comparable set of Hercules brand tires.



### WORKMANSHIP & MATERIALS

When they buy a set of Hercules tires, your customers expect replacement tires that come with all the strength and satisfaction that our name represents. So, when a rare flaw pops up, we're there to make it right. We'll replace any Hercules brand passenger or light truck tire that becomes unserviceable due to defects in workmanship and materials at NO CHARGE during the first 50% of tread life.



### 60K MILEAGE COVERAGE PLAN

Because Terra Trac ATX drivers are as likely to go across the country as they are around the corner, we've backed their fearless spirit with an equally fearless 60,000-mile coverage plan.

ITEM #	TIRE SIZE	SERVICE DESCRIPTION	LOAD ID	SIDEWALL	UTQG	MIN. RIM WIDTH (IN)	MAX. RIM WIDTH (IN)	MAX LOAD (LBS)	MAX PSI	OVERALL DIAMETER (IN)	SECTION WIDTH (IN)	TREAD DEPTH (32NDS)	WEIGHT	
<b>TERRA TRAC<sup>®</sup> AT X-JOURNEY</b>														
15	02803	235/75R15	109T	XL	OWL	600 A B	6.0	8.0	2,271	50	28.74	9.3	14.0	33.40
	02252	235/70R16	106T	STD	BSW	600 A B	6.0	8.0	2,094	44	28.82	9.4	13.5	31.00
16	02557	245/75R16	111T	STD	BSW	600 A B	6.5	8.0	2,403	44	30.31	9.6	14.0	36.52
	02584	255/70R16	111T	STD	BSW	600 A B	6.5	8.5	2,403	44	30.04	10.2	14.0	35.00
	02594	265/70R16	112T	STD	BSW	600 A B	7.0	9.0	2,469	44	30.39	10.8	14.0	38.00
17	02634	225/65R17	102H	STD	BSW	600 A B	6.0	8.0	1,874	44	28.62	9.2	12.5	31.06
	02636	235/75R17	109T	STD	BSW	600 A B	6.0	8.0	2,271	44	30.75	9.3	14.0	32.00
	02656	235/65R17	108H	XL	BSW	600 A B	6.5	8.5	2,205	50	29.21	9.5	13.0	34.00
	02555	245/70R17	110T	STD	BSW	600 A B	6.5	8.0	2,337	44	30.47	9.7	13.5	34.00
	02658	245/65R17	111T	XL	BSW	600 A B	7.0	8.5	2,403	50	29.53	9.5	13.0	33.00
18	02596	265/70R17	115T	STD	BSW	600 A B	7.0	9.0	2,679	44	31.42	10.7	14.0	40.00
	02650	245/60R18	105H	STD	BSW	600 A B	7.0	8.5	2,039	44	29.69	9.6	12.0	32.00
	02652	255/70R18	113T	STD	BSW	600 A B	6.5	8.5	2,535	44	32.13	10.2	14.0	36.00
	02598	265/70R18	116T	STD	BSW	600 A B	7.0	9.0	2,756	44	32.64	10.7	14.0	41.00
	02592	265/65R18	114T	STD	BSW	600 A B	7.5	9.5	2,601	44	31.54	10.7	13.0	39.00
	02588	265/60R18	110T	STD	BSW	600 A B	7.5	9.5	2,337	44	30.55	10.7	12.5	38.00
	02628	275/65R18	116T	STD	BSW	600 A B	7.5	9.5	2,756	44	32.13	11.0	13.0	41.00
20	02664	265/50R20	111T	XL	BSW	600 A B	7.5	9.5	2,403	50	30.51	10.6	12.5	46.00
	02624	275/60R20	115T	STD	BSW	600 A B	7.5	9.5	2,679	44	33.03	10.9	12.5	42.00
	02660	275/55R20	117T	XL	BSW	600 A B	7.5	9.5	2,833	50	31.93	10.9	12.5	43.00
<b>TERRA TRAC<sup>®</sup> AT X-VENTURE</b>														
15	02733	30X9.50R15LT	C	104R	OWL		6.5	8.5	1,985	50	29.3	9.6	16.5	37.40
	02736	31X10.50R15LT	C	109R	OWL		7.0	9.0	2,270	50	30.2	10.6	16.5	43.12
	02801	LT235/75R15	C	104/101R	OWL		6.0	7.0	1,985	50	28.9	9.1	16.0	35.19
16	02666	LT215/85R16	E	115/112R	RBL		5.5	7.0	2,680	80	30.3	8.4	16.5	16.57
	02668	LT225/75R16	E	115/112R	RBL		6.0	7.0	2,680	80	29.3	8.5	16.5	36.96
	02672	LT235/85R16	E	120/116R	RBL		6.0	7.5	3,042	80	31.8	9.4	16.5	42.46
	02716	LT245/75R16	E	120/116R	OWL		6.5	8.0	3,042	80	30.4	9.7	16.5	43.56
	02620	265/75R16	STD	116T	BSW	600 A B	7.0	9.0	2,756	44	31.6	10.5	14.0	37.00
	02724	LT265/75R16	E	123/120R	OWL		7.0	8.0	3,415	80	31.6	10.6	16.5	49.83
	02730	LT265/70R16	E	121/118R	OWL		7.0	8.5	3,195	80	30.6	10.9	16.5	48.00
	02697	LT285/75R16	E	126/123R	RBL		7.5	9.0	3,750	80	32.6	11.5	17.0	51.61
	02670	LT235/80R17	E	120/117R	RBL		6.0	7.5	3,085	80	31.8	9.2	16.5	41.58
	02718	LT245/75R17	E	121/118S	OWL		6.5	7.5	3,195	80	31.5	10.0	16.0	43.78
17	02674	LT245/70R17	E	119/116S	RBL		6.5	8.0	3,000	80	30.6	9.8	16.5	44.44
	02654	255/75R17	STD	115T	BSW	600 A B	6.5	8.5	2,679	44	32.0	10.0	14.0	37.00
	02586	255/70R17	STD	112T	BSW	600 A B	6.5	8.5	2,469	44	31.2	10.2	14.0	38.00
	02583	255/65R17	STD	110T	BSW	600 A B	7.0	9.0	2,337	44	30.2	10.2	13.0	36.00
	02590	265/65R17	STD	112T	BSW	600 A B	7.5	9.5	2,469	44	30.6	10.6	13.0	38.00
	02722	LT265/70R17	E	121/118S	OWL		7.0	8.5	3,195	80	31.7	10.9	16.5	49.94
	02678	LT275/70R17	E	121/118R	RBL		7.0	8.5	3,195	80	32.2	11.0	16.5	49.17
	02632	P285/70R17	STD	117T	BSW	600 A B	7.5	9.5	2,833	44	32.8	11.5	14.0	44.66
	02695	LT285/70R17	E	121/118S	RBL		7.5	9.0	3,195	80	32.8	11.4	17.0	24.20
	02699	LT315/70R17	E	121/118S	RBL		8.0	11.0	3,195	65	34.3	12.6	17.0	60.28
18	02708	35X12.50R18LT	F	128R	RBL		8.5	11.0	3,970	80	34.7	12.5	16.5	61.49
	02685	LT265/70R18	E	124/121S	RBL		7.0	9.0	3,525	80	32.6	10.7	16.5	49.83
	02676	LT265/65R18	E	122/119R	RBL		7.5	9.5	3,305	80	31.5	10.7	16.0	47.96
	02728	LT275/70R18	E	125/122S	OWL		7.0	8.5	3,640	80	33.2	11.1	16.0	56.54
	02726	LT275/65R18	E	123/120S	OWL		7.5	9.0	3,415	80	32.1	11.1	16.0	51.26
	02693	LT285/65R18	E	125/122S	RBL		8.0	10.0	3,640	80	32.6	11.6	16.0	54.59
20	02712	35X12.50R20LT	F	125R	RBL		8.5	11.0	3,640	80	34.7	12.5	16.5	62.36
	02683	LT265/60R20	E	121/118R	RBL		7.5	9.5	3,195	80	32.5	10.7	16.0	56.32
	02687	LT275/65R20	E	126/123S	RBL		7.5	9.5	3,750	80	34.2	11.1	16.0	55.22
	02704	LT275/60R20	E	123/120S	RBL		7.5	9.5	3,415	80	33.0	11.0	16.0	56.12
	02701	LT275/55R20	E	120/117S	RBL		7.5	9.5	3,085	80	31.9	11.2	16.0	54.71
	02706	LT285/60R20	E	125/122S	RBL		8.0	10.0	3,640	80	33.7	11.3	16.0	59.84
	02689	LT285/55R20	E	122/119R	RBL		8.0	10.0	3,305	80	32.4	11.7	16.0	58.21
02714	LT305/55R20	F	125/122S	RBL		8.5	11.0	3,640	80	33.4	12.2	16.0	58.19	