



**FOR IMMEDIATE RELEASE**

**Contact: Jamie Levin  
(O) 561-383-3000, Ext. 2527**

**TBC BRANDS INTRODUCES NEW LINE OF ALL-SEASON PERFORMANCE TIRES  
- Mirada Sport GT2 to be unveiled in September 2015 -**

**Palm Beach Gardens, FL – September 11, 2015 – [TBC Brands](#)**, one of the largest distributors of private brand tires in North America, is expanding its product line of all-season performance tires with the September introduction of the Mirada Sport GT2 line.

Engineered and manufactured by Sumitomo Rubber Industries, the Mirada Sport GT2 line, offered exclusively by TBC Brands, will replace the long-running Mirada GTX Sport and provide consumers with a high-quality, year-round performance product featuring precision Sumitomo technology at an affordable price.

Highlights of the Mirada Sport GT2 line include:

- 43 popular H, V and W-rated skus covering 14"-18" diameters in 65/60/55/50/45/40 aspect ratios
- A 60,000 mile treadwear warranty for H and V-rated sizing and a 40,000 treadwear for W-rated sizes
- Free replacement coverage for workmanship and material issues for the life of the usable tread
- A two-year Roadside Assistance Program for tire related issues

For dealers, the Mirada Sport GT2 offers a powerful opportunity to drive sales in the competitive all-season performance market with a line that can be an attractive alternative to higher priced major brand options.

"As an organization, our underlying foundation at TBC Brands is built on providing dealers with high-quality product lines through a process that is as effortless as possible for them; we want our products to be easy to order, easy to stock and easy to sell," said Jon Vance, Vice President of Product Marketing for TBC Brands. "Products like the Mirada Sport GT2 assist us in fulfilling our



**FOR IMMEDIATE RELEASE**

**Contact: Jamie Levin  
(O) 561-383-3000, Ext. 2527**

underlying mission while helping dealers drive bottom line results in the competitive performance segment allowing them to confidently offer consumers a quality product.”

Images of Mirada Sport GT2 available upon request.

# # #

#### **ABOUT TBC BRANDS**

TBC Brands, a subsidiary of TBC Corporation, is one of the largest distributors of private brand tires in North America. Since the establishment of TBC Brands in 1956, the Company has been recognized for its underlying commitment to quality, safety, and value. Through 17 propriety 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.tbcbands.com](http://www.tbcbands.com).