



**FOR IMMEDIATE RELEASE**

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## **TBC Brands to Exhibit Sumitomo and Sailun Truck Tires at the 2017 Mid-America Truck Show**

Palm Beach Gardens, FL – March 21, 2017 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, is pleased to announce its participation in the Mid-America Trucking show from March 23-25, 2017 at the Kentucky Exposition Center in Louisville, KY. In addition to unveiling the new Sumitomo ST719SE Regional Steer tire, they will have both Sumitomo and Sailun branded truck tires on display.

Expo participants will have a chance to win a choice of premium Sumitomo or Sailun steer, drive or trailer tires through the Commercial Truck Tire Giveaway. Participants can enter by registering at the Sumitomo and Sailun booth (#14200). Additional giveaway details will be available at the booth.

The introduction of the ST719SE comes on the heels of the release late last month of the ST788SE and ST948SE tires. The new ST719SE Steer Position, Smartway Verified tire is specifically designed for local and regional operations that require superior mileage, durable casings and a lower cost per mile in their tire programs. The ST719SE is designed with wide shoulders that improve wear, Reinforces sidewalls and stone ejectors to promote retreadability and 21/32nds of original tread depth for longer mileage.

“We’re excited to unveil another great product development at MATS this year” said Aaron C. Murphy, Vice President of Commercial Truck Tire Sales. The ST719SE is again a new product performing beyond our expectations and is a tribute to Sumitomo Rubber Industries’ proprietary 4D Nano technology advances. We expect to rollout more products in the near future!”

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### **ABOUT TBC BRANDS**

TBC Brands LLC is one of the largest distributors of private brand tires in North America. 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.tbcbrands.com](http://www.tbcbrands.com).