



FOR IMMEDIATE RELEASE

TBC Brands Continues Expansion of Sailun Brand with Two New Product Lines **Introduction of Terramax HLT and Atrezzo SVR LX+ adds to the passenger and light truck program**

Palm Beach Gardens, FL – November 18, 2016 – TBC Brands continues the rapid expansion of the Sailun passenger and light truck program with the December 2016 introduction of the Terramax HLT and Atrezzo SVR LX+ lines for SUV and light truck applications. Both lines will be offered exclusively in the U.S. by TBC Brands.

The Terramax HLT is designed for all-season highway use and features 27 metric and LT sizes in 15"- 20" fitments including several of the fastest growing OE sizes in the light truck market. The HLT is backed by a 50,000 mile treadwear warranty for all sizes and carries a 600 A B UTQG rating.

The Atrezzo SVR LX+ targets the light truck all-season performance market with 18 H, V and W rated sizes in 20" through 24" diameters and extra load carrying capacity for all sizes. The SVR LX+ carries a 40,000 mile treadwear warranty and a 420 A A UTQG rating.

Both the Terramax HLT and the Atrezzo SVR LX+ are backed by the one-year road hazard coverage that is standard for all Sailun passenger and light truck lines.

"TBC Brands is very excited to continue the robust expansion of the Sailun brand with the introduction of these two great new lines targeting the market's fastest growing segment," said Jon Vance, Vice President of Product Marketing for TBC Brands. "Combined with the recent introduction of the Terramax AT 4S all terrain tire, Sailun dealers now have a powerful 'triple-threat' product line-up they can use to drive bottom-line results in the booming light truck market."

Images available upon request.

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.tbcbands.com.

