



FOR IMMEDIATE RELEASE

Contact: Communications@TBCcorp.com

TBC Brands unveils newest Sumitomo TBR Tires at TMC
- ST788 SE and ST948 SE on display at TMC Conference in Nashville, TN -

Palm Beach Gardens, FL – February 24, 2017 – [TBC Brands](#), one of the largest distributors of private brand tires in North America, is pleased to introduce the Sumitomo ST788 SE Steer Position and ST948 SE Drive tires at this year’s Technology and Maintenance Council (TMC) Annual Meeting & Transportation Technology Exhibition in Nashville, TN (February 27 - March 1, 2017). They will be on display at booth # 2848.

Sumitomo’s ST788 SE Steer Position, Smartway Verified, long mileage tire is specifically designed for line-haul and long distance operations that require superior mileage and a lower cost per mile in their tire programs. The ST788 SE is designed with micro-sipes throughout the tread area and teardrop shaped decoupling grooves that improve wear, retreadability and durability. The new ST948 SE is a closed shoulder, Smartway Verified, 30/32nd, premium drive position tire with wide tread blocks to reduce tread squirm and increase miles to removal. The ST948 SE tread face contains micro-sipes to disperse water and increase traction as well as a wider footprint that offers a consistent contact patch on the road.

“Both the ST788 SE and the ST948 SE are the latest generation of developments for the Sumitomo brand of truck tires,” said Aaron C. Murphy, Vice President of Commercial Truck Tire Sales. “These tires have been developed with the latest Sumitomo Rubber Industries proprietary 4D Nano technology and offer the market product performance not seen from Sumitomo truck tires before now.”

Both products are now available from TBC distribution centers in the four main sizes of 11R22.5, 11R24.5, 295/75R22.5 and 285/75R24.5. As an added feature, ST788 SEs are available in sizes 295/75R22.5 and 285/75R24.5 are available in Load Range H (16PR).

For information on these and other Sumitomo TBR tires, visit www.sumitomotrucktires.com .

#

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.