



FOR IMMEDIATE RELEASE

OMNI UNITED TO SHOWCASE TIMBERLAND A/T AND RADAR RENEGADE R7 M/T AT 2015 SEMA SHOW

TRAVERSE CITY, Mich., Oct. 30, 2015 – Omni United (S) Pte. Ltd will once again showcase what it says will be a groundbreaking new product for U.S. drivers at this year’s Specialty Equipment Market Association Show (SEMA) in Las Vegas with the newly launched Timberland A/T tire. The Timberland A/T complements the Timberland CROSS tire for a total of 65 sizes and line combinations for complete coverage of CUV, SUV and Pick-Up trucks. Timberland Tires is the first tire brand purposely designed and created for a second life – when the tread wears out, the tire lives on, one day recycled into Timberland® shoes.

In addition, the company will showcase its complete Radar Tires range, including the exciting new Renegade R7 M/T and new winter tire offerings. The new Radar M/T was inspired by the company’s success in off-road racing.

Omni United will exhibit at a 70’ x 50’ booth at the Global Tire Expo, part of the SEMA Show. Its booth (#43209) is in the second section of the South Hall Lower Level of the Las Vegas Convention Center. Company officials will host a formal news conference at the Omni United booth at 9:30 a.m. on Thursday, Nov. 5, 2015. The show runs Nov. 3-6, 2015.

“Once again, Omni United will use SEMA as the platform to make our company’s most important innovation announcements to the industry,” said John Soule, VP of Marketing and Licensed Brands. “There is no better way for us to reach the target audience for our new product information, or to engage with our North American and global customers. Like last year, our booth is going to make a big impact.”

The company’s booth will also display a customized 2015 Urban Warrior Land Rover Defender sporting a set of Timberland A/T 275/55R20 tires mounted on custom 20-inch Kahn Design wheels and the Timberland® logo on the vehicle’s front quarter panels and hood. The \$150,000 Urban Warrior underwent extensive modification and customization inside and out by Sean Hyland Motorsports (booth #33291) of Woodstock, Ontario. Its sophisticated and rugged appearance reflects the active, outdoor lifestyle embodied by Timberland, and would look equally at ease on a city street or dirt trail.

For the past three years, Omni United’s brand Radar Tires has sponsored motorsports teams in several off-road racing series. In 2014 Radar Tires’ sponsored teams swept the SCORE International Baja races – winning the Baja 250, 500 and 1000 in class 10. Two Radar teams will compete in the season-ending 48th Annual Bud Light SCORE International Baja 1000 November 17-22 in Ensenada, Mexico.

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About Omni United

Omni United (S) Pte. Ltd is a tire designer and manufacturer. The company offers a complete range of passenger car, SUV, truck, bus and farms tires marketed under its own four brand names: Radar, Goodride, RoadLux and Corsa. Singapore-headquartered Omni United was founded in 2003 by entrepreneur G.S. Sareen. As a reliable business partner with innovative products, unparalleled customer service and logistics solutions, Omni United plays an important role in supplying value-for-

money products to consumers in more than 80 countries worldwide. Omni United's flagship brand Radar Tires was declared Carbon Neutral in 2013. In the United States, the company does business as Omni United USA and currently has products sold in more than 1,000 retail outlets nationwide. Further information on Omni United is available by calling 1-855-906-6646, by emailing info@omni-united.com and online at www.omni-united.com.

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