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## TIMBERLAND TIRES LAUNCHES A/T TIRES AND EXPANDS CROSS TIRE RANGE

**TRAVERSE CITY, Mich., OCT. 16th, 2015** – Omni United today announced the launch of a new line within its Timberland Tires brand, the Timberland A/T, with a range of 30 sizes.

In addition it has expanded the range of the Timberland CROSS line, which had been launched in April 2015, with an additional 15 sizes, bringing the size range to 35 in total.

Timberland Tires now has excellent coverage in a highway touring pattern and a more aggressive, on-road A/T tread pattern for the most popular crossovers, SUVs, and pick-up trucks.

Both product lines are made in the USA and deliver the features of a premium tire brand, including excellent traction, comfort and durability.

The Timberland A/T has a UTQG of 500 AB backed by a 50,000 mile warranty. The tires are designed to provide genuine off-road capabilities and rugged looks, without sacrificing on-road manners. Features such as stabilizer ribs between the large tread blocks and beveled block points help to create this balanced performance on or off the highway.

The Timberland CROSS has a UTQG of 600 AB and a 65,000 mile warranty. It is designed to deliver the comfort of a touring tire, the durability of a light truck tire, and confidence-inspiring grip on slippery roads and in adverse weather conditions.

Timberland Tires have been designed in partnership with Timberland, the global outdoors lifestyle brand. It 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. When the tires are worn, they are collected, separated and recycled into the outsoles of Timberland footwear. That means that fewer tires end up in landfills and less virgin rubber is used.

The target market for Timberland Tires is the same audience that knows and buys Timberland® footwear, apparel and accessories; active people who enjoy spending time outdoors and connecting with friends and family. These consumers value quality products and authentic, innovative brands.

“We want to demystify tires for this audience, bring some of the excitement and sizzle of the fashion industry to our category, and positively contribute in the area of sustainability” said G.S. Sareen, Founder and CEO of Omni United.

To educate consumers about the technology behind Timberland Tires, the brand has launched a series of engaging product videos via various social media channels.

Timberland Tires made an appearance at a unique Timberland X UBER cross-promotion during the recent launch of Timberland's "Made for the Modern Trail" campaign. Consumers had the opportunity to explore the streets of New York City during a free 30-minute ride in one of ten Timberland-branded UBER Jeeps, all outfitted with new Timberland CROSS tires. Passengers enjoyed a complimentary pair of Timberland® boots and other Timberland® merchandise. This unique promotion is just one example of the innovative ways the Timberland Tires brand is starting to go to market and presents unique consumer marketing potential for retail partners.

Timberland Tires was "highly commended" at last September Ethical Corporation's Sixth Annual Responsible Business Awards ceremony in London, for the "Sustainable Innovation" category, which recognizes companies that demonstrate incorporation of sustainability into commercial objectives, or apply it in addressing a business challenge. With regard to Timberland Tires, the judges noted: "Timberland has launched a highly innovative partnership into a new commercial segment with sustainability underlying its business venture."

For more information about Timberland Tires and to watch the newly-launched product videos, please visit [www.timberlandtires.com](http://www.timberlandtires.com).

### **About Timberland**

*Timberland is a global leader in the design, manufacturing and marketing of premium footwear, apparel and accessories for the outdoor lifestyle. Best known for the original yellow boot introduced in 1973, Timberland today outfits consumers from toe-to-head, with versatile collections that reflect the brand's rich heritage of craftsmanship, function and style. Timberland markets lifestyle products under the Timberland® and Timberland Boot Company® brands, and industrial footwear and workwear under the Timberland PRO® brand. Its products are sold throughout the world in leading department and specialty stores as well as company-owned retail locations and online. Timberland's dedication to making quality products is matched by an unwavering commitment to environmental and social responsibility – to make things better for its products, the outdoors, and communities around the globe. To learn more about Timberland, a brand of VF Corporation (NYSE: VFC), please visit [timberland.com](http://timberland.com) or follow us along the modern trail @timberland.*

### **About Omni United / Radar Tires**

*Omni United 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 brand names: Radar Tires, Birla, Goodride, Roadlux and Speedways. Omni United was founded in 2003 by entrepreneur G.S. Sareen and is headquartered in Singapore. 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. Radar Tires, Omni United flagship brand 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](mailto:info@omni-united.com) or visiting <http://omni-united.com>.*

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