



**HERCULES TIRE**<sup>®</sup> USA

16380 East U.S. Route 224, Suite 200 • Findlay, OH 45840 • Office: 419.425.6400 • [www.herculestires.com](http://www.herculestires.com)



June, 2009

Dear Hercules Dealer:

We are pleased to announce the new Roadtour<sup>655</sup> touring tire from Hercules. The H and T rated Roadtour<sup>655</sup> is available in 24 sizes. Some of the coolest features of the Roadtour 655 are the stylized sidewalls identified with selling icons for everyone to see. Visual icons on the appropriate tires reveal images such as: “all weather performance,” “fuel efficiency,” “noise control,” “road handling” and “spiral wound nylon overwrap.” These icons are silent salesmen and visual cues for customers and your staff, plus they look great too!

Inside this packet you will find tools to help you sell the new Roadtour<sup>655</sup>. Please use the tear-off selling sheets to share the product information with your customers. To help with your advertising efforts, we’ve enclosed a sample print ad that you can drop your logo into and share with your media partners. A new radio script is enclosed for your recording as well as several point-of-purchase items such as a new poster, tire insert and more. To order additional quantities of these items – please contact your TDW sales representative.

Don’t forget, the Hercules “Ride On Our Strength” online sweepstakes continues throughout 2009. We have already awarded several lucky consumers a set of four Hercules Tires this year. Special thanks to Bauer Built for assisting our April winner, Bob Mennel of Roseville, Minnesota with installation of his new Hercules Tires.

Thank you for being a part of the strong dealer network at Hercules Tire. Please don’t hesitate to contact us if you need additional information.

Ride On Our Strength.

Sincerely,

Joshua Simpson  
Vice President of Marketing

*“Quality You Can Count On Since 1952”*

THE HERCULES TIRE & RUBBER COMPANY