

**A/T SPORT** ALL-TERRAIN SPORT TIRE



# Pro Comp A/T Sport

## Sneek Peek Product Introduction

SEMA Show  
Steve Hutchinson, Director  
November 3-6, 2015  
Las Vegas, NV



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# A/T SPORT

ALL-TERRAIN SPORT TIRE



## Product Positioning Statement

The Pro Comp A/T Sport is the premium performance all-terrain tire surrounded with incredible off-road ruggedness and balanced with smooth on-road manners. Available in 25 LT Metric and Flotation size offerings, in 15 inch to 20 inch wheel diameter, and up to 37 inches in overall diameter, popular OE replacement and plus sizing; the A/T Sport has the range of market well covered. Created specifically with light trucks and Jeeps in mind, the A/T Sport is packed with incredible technologies and supported by the strongest warranty package.



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### Pro Comp A/T Sport

Features	Benefits
Sweeping Groove Technology; designed with tire "in-motion" off-road/foul weather conditions	Added traction for off-road handling and all-weather conditions; removes dirt, debris, snow, and water.
Staggered Design Technology; outside shoulder blocks and all channel grooves are staggered designs	Incredible all-terrain handling, added off-road/all-weather traction, greatly reduces/eliminates debris built up
Side Holder Lug Technology; deep tread/design shoulder and sidewall biting edges	Greatly increased traction in all-terrain environments/ all-weather conditions, and increased puncture resistance
Quiet ride assurance delivered by multi-pitch variation	Noise cancelling technology; whereas the pitch noise generated from one block size is cancelled by the pitch noise generated by a tread block of a different size
All-Terrain Compound Technology; uniquely formulated for optimum performance on and off-road all-terrain tire	Unique rubber compound derived from all-terrain history and specially formulated for the perfect balance of on and off-road use. Chip and cut resistant. Smooth ride assured.
60,000 Mile Written Warranty	Rest easy on the life of Pro Comp A/T Sport tires. We provide peace of mind for an industry leading 60,000 miles!
Pro Comp Forever Warranty	All Pro Comp A/T Sport tires have an complete free replacement for the life of the tire for any factory workmanship/materials defect.
60 Day Purchase Assurance; "buy 'em & love 'em", 60 Day ride guarantee.	Buy any set of Pro Comp A/T Sport tires, and if you are not 100% satisfied, bring them back for a full refund or credit toward another tire. No Questions!



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# A/T SPORT

## ALL-TERRAIN SPORT TIRE



Client: Transamerican Auto Parts Co.  
Tracking Number: 1506129  
Job No. / Quote: F33092MM-000MH  
Client Job Name: Tire Durability - Endurance with  
DTAP Test Protocols

Client Part Number: DOT UYAWABC3615

### LABORATORY TEST REPORT -- DTAP Endurance (post Oven Age - Set 910)

Test Type:	DTAP Endurance (post Oven Age - Set 910)	General Information:	F33092MM-000MH
Client:	Transamerican Auto Parts Co.	Tracking Number:	1506129
Client Test Spec.:	DTAP (FMVSS 130)	Raw Time No.:	052-4305
Client Test No.:	P2-004792	Date Received:	9/25/2015
Client's Tire No.:	DOT UYAWABC3615		

#### Tire Labeling Information

Tire Brand:	PRO COMP	Max Infl. (single):	80 psi (550 kPa)
Tire Name:	A/T SPORT	Max Infl. (dual):	80 psi (550 kPa)
Tire Size:	L7355/78R17	Max. Load (single):	3195 lbs (1450 kg)
DOT No.:	UYAWABC3615	Max. Load (dual):	2910 lbs (1320 kg)
Construction:	R	Regroovable:	No
Tube Type:	TL	Treadwear Indicator:	Yes
Load Range:	E	Sidewall Color:	BW
Ply Rating:	NOT AVAILABLE	Steepest/Deep Tread:	ST
No. Plies on S.W.:	3	Pretest Inspections:	
No. Plies of Tread:	7	Beads:	NO VISUAL DEFECTS (PRIOR TO OVEN AGE)
Max Speed:	NOT AVAILABLE	Innerliner:	NO VISUAL DEFECTS (PRIOR TO OVEN AGE)
Carc. Cord Matr.:	POLY	Sidewall:	NO VISUAL DEFECTS (PRIOR TO OVEN AGE)
Belt Cord Matr.:	POLY,STL,NYL	Tread:	NO VISUAL DEFECTS
Mold No.:	NOT AVAILABLE	Temperature:	NA
Wheel Size:	17X5.0 J	Treadwear:	NA
		Traction:	NA

#### DOT / TIN Information

	Inboard Side	Outboard Side	Meets Requirement
DOT			
TIN			
Alpine Symbol			

	Test Summary
Removal Date:	11/9/2015
Reason:	TEST COMPLETE (HOURS MET)
Machine:	4 Machine
Station:	1
Results:	NO VISUAL DEFECTS

#### Conditioning

	Date	Time	Pressure (PSI)	Temperature (F)
Start	2-Nov-15	5:38	59.5	65.0
End	2-Nov-15	10:00	61.4	66.0
Conditioning		13.4		

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Print Date: 11/23/2015  
Print Time: 9:24 AM

- A/T Sport passes the DTAP test.
- Oven aging to 5 years, then FMVSS tested.
- FMVSS is conducted on new tires only, so this shows that A/T Sport, at a simulated 5 year age, can pass new tire testing!
- While passing the test requires 35.5 hours , A/T Sport went over 100 hours with no failure and the test stops at the maximum 100 hour limit.



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## ALL-TERRAIN SPORT TIRE



Part #	Tire SizeDescription	Pattern	Sidewall Plies	Sidewall Style	Load Index	Speed Rating	Load Range	Maximum Load (lbs.). (\$GL/ DUAL)	Max. PSI	Overall Diameter (in)	Tread Width (in)	Section Width (in)	RPM	Tread Depth (32/in)	Minimum Rim Width (in)	Maximum Rim Width (in)	Weight (lbs)	
43110515	31x10.50R15LT 109Q LR C	A/T Sport	2	RBL	109	Q	C	2270	50	30.4	8.2	9.9	664.4	15.7	7.0	9.0	45.1	
43312515	33x12.50R15LT 108Q LR C	A/T Sport	2	RBL	108	Q	C	2205	35	32.6	9.7	11.9	582.1	16.8	8.5	11.0	55.0	
43512515	35x12.50R15LT 123Q LR C	A/T Sport	3	RBL	113	Q	C	2535	35	34.6	9.7	11.8	582.1	16.8	8.5	11.0	61.9	
42457016XL	245/70R16 XL 111S	A/T Sport	2	RBL	111	S	XL	2403	42	29.4	7.7	9.4	685.8	13.0	6.5	8	34.4	
42657016XL	265/70R16 XL 115S	A/T Sport	2	RBL	115	S	XL	2679	42	30.6	8.4	10.4	660.1	13.1	7	9	38.9	
42358516	LT235/85R16 120/116Q LR E	A/T Sport	3	RBL	120/116	Q	E	3042	2778	80	31.7	6.9	8.5	636.4	15.2	6.0	7.5	47.8
42257516	LT225/75R16 115/112Q LR E	A/T Sport	3	RBL	115/112	Q	E	2680	2470	80	29.2	7.1	8.7	690.4	14.0	6.0	7.0	40.6
42457516	LT245/75R16 120/116Q LR E	A/T Sport	3	RBL	120/116	Q	E	3042	2778	80	30.4	7.9	9.4	663.6	15.4	6.5	8.0	49.2
42657516	LT265/75R16 123/120Q LR E	A/T Sport	3	RBL	123/120	Q	E	3415	3085	80	31.6	8.5	10.2	638.7	15.7	7.0	8.0	53.7
42857516	LT285/75R16 126/123Q LR E	A/T Sport	3	RBL	126/123	Q	E	3750	3415	80	32.8	9.1	10.9	615.7	16.8	7.5	9.0	60.1
43157516	LT315/75R16 127/124Q LR E	A/T Sport	3	RBL	127/124	Q	E	3860	3525	65	34.6	10.0	11.6	582.1	16.8	8.0	11.0	67.7
43057016	LT305/70R16 124/121Q LR E	A/T Sport	3	RBL	124/121	Q	E	3525	3195	65	32.8	9.8	11.9	615.7	16.3	8.0	9.5	64.0
42657017	LT265/70R17 115Q LR E	A/T Sport	3	RBL	121/118	Q	E	3195	2910	80	31.7	8.7	10.8	636.4	15.7	7.0	8.5	54.4
42857017	LT285/70R17 121/118Q LR D	A/T Sport	3	RBL	121/118	Q	D	3195	2910	65	32.7	9.3	11.4	617.2	16.8	7.5	9.0	60.1
43157017	LT315/70R17 121/118Q LR E	A/T Sport	3	RBL	121/118	Q	E	3195	2910	65	34.3	10.2	12.3	587.5	16.8	8.0	11.0	69.2
42656517	LT265/65R17 117/114Q LR D	A/T Sport	3	RBL	117/114	Q	D	2835	2600	65	30.5	8.8	10.9	661.0	15.7	7.5	9.5	53.4
43056517	LT305/65R17 121/118Q LR E	A/T Sport	3	RBL	121/118	Q	E	3195	2910	65	32.6	10.1	12.4	619.4	16.6	8.5	11.0	64.0
43712517	37x12.50R17LT 124Q LR D	A/T Sport	3	RBL	124	Q	D	3525	50	36.7	9.7	11.8	560.2	17.0	8.5	11	56.4	
43056018	LT305/60R18 121/118Q LR E	A/T Sport	3	RBL	121/118	Q	E	3195	2910	65	32.2	10.4	12.5	625.5	16.3	8.5	11.0	63.4
43512518	35x12.50R18LT 123Q LR E	A/T Sport	3	RBL	123	Q	E	3415	65	34.6	9.7	11.8	582.1	16.8	8.5	11.0	67.6	
42756020	LT275/60R20 123/120Q LR E	A/T Sport	3	RBL	123/120	Q	E	3415	3085	80	32.8	9.3	11.3	614.2	15.6	7.5	9.5	58.7
42956020	LT295/60R20 123/120Q LR E	A/T Sport	3	RBL	123/120	Q	E	3750	3415	80	33.8	10.0	11.8	597.1	15.7	8.0	10.0	64.4
43055520	LT305/55R20 121/118Q LR E	A/T Sport	3	RBL	121/118	Q	E	3195	2910	65	33.2	10.5	12.8	607.0	15.9	8.5	11.0	65.4
43512520	35x12.50R20LT 121Q LR E	A/T Sport	3	RBL	121	Q	E	3195	65	34.6	9.7	11.8	582.1	16.8	8.5	11.0	67.4	
43712520	37x12.50R20LT 126Q LR E	A/T Sport	3	RBL	126	Q	F	3750	65	36.7	9.7	11.8	560.2	17.0	8.5	11	55.3	

- Very strong coverage of all plus sizes!
- 70% of OE replacement market covered!
- Will add sizes as needed – 25 sizes out of the box !
- Deep power line that can deliver !



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## Key Promotional Events

- SEMA Sneek Peek
- Product training for retail salespeople
- Micro website for consumers
- Media ride & drive event
- Large scale press releases
- Advertising campaign: print, online, social media, key events/races



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Part #	Size			Load Index	Speed Rating	Ply Rating	Start PCT Sales
42657017	265	70	17	121/118	Q	10	Jan
43512520	35	12.5	20	121	Q	10	Jan
43056517	305	65	17	121/118	Q	10	March
43512518	35	12.5	18	123	Q	10	March
43056018	305	60	18	121/118	Q	10	March
42657516	265	75	16	123/120	Q	10	March
43157017	315	70	17	121/118	Q	10	April
43055520	305	55	20	121/118	Q	10	April
43512515	35	12.5	15	113	Q	6	April
43157516	315	75	16	127/124	Q	10	April
42857017	285	70	17	121/118	Q	8	April
42857516	285	75	16	126/123	Q	10	April
42457516	245	75	16	120/116	Q	10	April
43110515	31	10.5	15	109	Q	6	April
42656517	265	65	17	117/114	Q	8	April
42657016XL	265	70	16	115	S	XL	April
42358516	235	85	16	120/116	Q	10	April
42756020	275	60	20	123/120	Q	10	April
42457016XL	245	70	16	111	S	XL	April
43712520	37	12.5	20	126	Q	10	April
42257516	225	75	16	115/112	Q	10	April
42956020	295	60	20	123/120	Q	10	May
43057016	305	70	16	124/121	Q	10	May
43712517	37	12.5	17	124	Q	8	June
43312515	33	12.5	15	108	Q	6	June

Rolling in sizes beginning January 2016 through April for most sizes. Still a few stragglers in May and June.



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## Pro Comp A/T Sport

Part #	AT/XAT	Tire Size/Description	Retail
43110515	15031	31x10.50R15LT 109Q LR C	\$ 154.99
43312515	55033	33x12.50R15LT 108Q LR C	\$ 194.99
43512515	55035	35x12.50R15LT 123Q LR C	\$ 229.99
2457016XL	160245	245/70R16 XL 111S	\$ 152.99
2657016XL	560265	265/70R16 XL 115S	\$ 154.99
42358516	160235	LT235/85R16 120/116Q LR E	\$ 159.99
42257516	160225	LT225/75R16 115/112Q LR E	\$ 151.99
42457516	160245	LT245/75R16 120/116Q LR E	\$ 164.99
42657516	560265	LT265/75R16 123/120Q LR E	\$ 175.99
42857516	56285	LT285/75R16 126/123Q LR E	\$ 196.99
43157516	56315	LT315/75R16 127/124Q LR E	\$ 215.99
43057016	56305	LT305/70R16 124/121Q LR E	\$ 219.99
42657017	570265	LT265/70R17 115Q LR E	\$ 194.99
42857017	57285	LT285/70R17 121/118Q LR D	\$ 235.99
43157017	57315	LT315/70R17 121/118Q LR E	\$ 279.99
42656517		LT265/65R17 117/114Q LR D	\$ 189.99
43056517	57305	LT305/65R17 121/118Q LR E	\$ 274.99
43712517	571237	37x12.50R17LT 124Q LR D	\$ 299.99
43056018	5860305	LT305/60R18 121/118Q LR E	\$ 279.99
43512518	5181235	35x12.50R18LT 123Q LR E	\$ 286.99
42756020	1027560	LT275/60R20 123/120Q LR E	\$ 244.99
42956020	5060295	LT295/60R20 123/120Q LR E	\$ 299.99
43055520	500305	LT305/55R20 121/118Q LR E	\$ 325.99
43512520	501235	35x12.50R20LT 121Q LR E	\$ 329.99
43712520	501237	37x12.50R20LT 126Q LR E	\$ 349.99

## Pro Comp Xtreme MT2

Part #	Tire Size/Description	Retail
75031	31X10.50R15LT 109Q LR C	\$ 179.99
75033	33X12.50R15LT 108Q LR C	\$ 219.99
75035	35X12.50R15LT 123Q LR C	\$ 259.99
760265	LT265/75R16 123/120Q LR E	\$ 239.99
76285	LT285/75R16 126/123Q LR E	\$ 249.99
76315	LT315/75R16 127/124Q LR E	\$ 299.99
770265	LT265/70R17 115Q LR E	\$ 229.99
77285	LT285/70R17 121/118Q LR D	\$ 289.99
77305	LT305/70R16 124/121Q LR E	\$ 299.99
77315	LT315/70R17 121/118Q LR E	\$ 309.99
771237	37x12.50R17LT 124Q LR D	\$ 369.99
771340	40x13.50R17LT 121Q	\$ 399.99
780295	LT295/65R18 124Q	\$ 359.99
780305	LT305/70R18 123Q	\$ 349.99
7801237	37X12.50R18LT 123Q	\$ 399.99
700295	LT295/55R20 124Q	\$ 384.99
701295	LT295/60R20 123/120Q LR E	\$ 399.99
701235	35x12.50R20LT 121Q LR E	\$ 359.99
701237	37x12.50R20LT 126Q LR E	\$ 439.99

effective 1-1-2016

- USA MAP pricing protects retail profit margins
- Very competitive retail pricing
- MT2 prices are reduced on 1-1-16
- Good, strong GP margins
- Canada pricing is not yet settled



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## Get on Board with A/T Sport

1. Great new product, tremendous performance
2. Strong size line-up; plus sizes, OE
3. Sharp pricing; better than BFG & Toyo
4. Incredible warranty package: best in the industry
5. Support with strong marketing package
6. MAP pricing protect retail profits
7. Guaranteed sale; return if does not sell – no risk!
8. Are you ready to join us today?

