

INFORMATION BULLETIN

For immediate release.

February 28th, 2011

ATTACHMENT : Cushothane® XL-AC™ tire photo (STR_CushothaneXL_AC.jpg)

Extracting more performance from AC-powered trucks with new tire technology

The performance advantages of the new AC-Powered lift trucks are widely accepted in the market. However, if your truck is fitted with tires that utilize decade-old technology, you might not be able to enjoy the real potential of your truck and, more importantly, your investment.

AC-powered trucks have faster acceleration and quicker response due to the greater torque potential of its AC-motor. This advantage may not be fully exploited if the drive tire cannot provide enough initial traction to transfer all the torque to the ground. Lower efficiency and poorer productivity can result from this slippage. Apart from traction issues, most tires in the market also have high rolling resistance, limiting the higher energy efficiency of AC-motor lift trucks.

Despite the higher load capacity and faster speed of these new trucks, the operators might not be able to gain higher productivity and lower operating costs, as they have to replace their tires more often. The limited load capacity of existing tires does not allow these new AC-Powered trucks to gain their full potential as designed.

With a commitment to provide technical excellence and the finest solutions to our customers, Superior Tire & Rubber Corp. has had a great success in engineering an advanced tire compound that tackles all of the limitations of the existing tires when used with AC-Powered trucks. This advanced tire compound is being offered in the new Cushothane® XL-AC™ tire that provides faster acceleration and lower energy loss which other wheels fail to provide. This new tire also has a 13% greater load capacity than the current industry-leader, Cushothane® XL™ Tire. The higher energy efficiency of this new Cushothane® XL-AC™ tire also has lower rolling resistance, which results in longer battery life and 19% cooler operating temperature**. In addition to all characteristics of this new tire that will allow you to gain the full potential of your new AC-powered trucks, Superior Tire & Rubber Corp. also provides the industry's only No Bond Failure Guarantee* that will ensure you gain the highest return on your investment.

* Refer to terms and conditions at www.superiortire.com

** Compared to Cushothane® XL™

About Superior Tire & Rubber Corp.

Founded in 1964, Superior Tire & Rubber Corp. is a designer and manufacturer of polyurethane and rubber industrial components for the material handling, construction, agricultural, military and mining industries. All Superior Tire & Rubber Corp.'s product offerings are proudly engineered and produced in the USA on state of the art processing and machining equipment, overseen by quality management systems registered to ISO 9001:2008. Superior Tire & Rubber Corp. also owns multiple patents on many innovative products that have become new industry standards.

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