

The MAXAM logo is positioned in the top right corner of the page. It features the word "MAXAM" in a bold, white, sans-serif font. The letter "X" is stylized with a small circle above it, resembling a tire tread or a specific design element. The background of the entire page is a scenic landscape with a road winding through hills under a sunset sky. Several trucks are visible: a white semi-truck on the left, a white semi-truck in the center, and a red dump truck on the right.

MAXAM TIRE
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Danvers, MA 01923

MAXAM Tire Introduces New TBR Line Featuring EcoPoint³ Technology *Setting New Standards in Performance and Durability*

Danvers, MA [July 31st, 2024] – MAXAM Tire is proud to announce the launch of its revolutionary new EcoPoint³ TBR (Truck and Bus Radial) product line, designed to meet the diverse needs of the transportation industry. This high-performance line includes a premium line haul series, a high-performance regional series, and a robust mixed service series, each engineered with advanced technology to deliver superior performance, efficiency, and durability.

Line Haul Series: MAXAM's new line haul series is engineered with EcoPoint³ technology for long-haul highway applications, offering unmatched fuel efficiency, control, and comfort. Featuring cutting-edge designs with decoupling grooves and wide ribs, these tires ensure enhanced traction and safety in wet conditions, while advanced compounds optimize fuel efficiency and promote even wear.

Regional Series: The regional series from MAXAM leverages the patented EcoPoint³ compound technology, setting new benchmarks in efficiency and performance. These tires are designed with wider treads for enhanced durability and re-treadability, providing superior mileage and fuel economy for regional haul trucks. The innovative tread patterns ensure exceptional wet traction and prolonged tire life, making them a reliable choice for demanding regional routes.

Mixed Service Series: MAXAM's mixed service series is built to withstand the toughest conditions, offering exceptional durability and reliability for dump trucks and other mixed service vehicles. Engineered with wear and cut-resistant compounds, these tires feature aggressive lug patterns and solid shoulder designs for maximum traction and stability. With deep tread depths and embedded stone ejectors, they deliver extended mileage and superior re-treadability, ensuring long-lasting performance even in severe environments.

"We are thrilled to introduce our new high performance TBR product line to the market," said Jimmy McDonnell, VP of Sales and Marketing at MAXAM Tire. "This launch represents our commitment to innovation and excellence, providing our customers with high-quality, reliable solutions that meet the demands of various applications. Each series within this product line is meticulously designed to offer unmatched performance, efficiency, and durability, making MAXAM the go-to choice for transportation professionals."

The launch of the TBR product line marks a significant milestone for MAXAM Tire, reflecting the company's dedication to advancing tire technology and enhancing customer satisfaction. MAXAM invites industry professionals to explore the new TBR line and experience the benefits of these cutting-edge tires.

For more information about the new TBR product line, please visit www.maxamtire.com or contact marketing@maxamtirena.com.

