

MAXAM Tire to Debut Premium TBR Line at Mid America Trucking Show

Danvers, MA – March 18th, 2025 – MAXAM Tire, a global leader in specialty tire manufacturing, is proud to announce its first-ever appearance at the Mid America Trucking Show (MATS) in Louisville, KY, taking place March 27-29, 2025. Visitors can find MAXAM Tire at **Booth #37643**, where the company will unveil its brand-new premium TBR line featuring dedicated Line Haul, Regional Drive and Mixed Service product lines.

Designed to meet today's demanding commercial fleet requirements, MAXAM's TBR range provides solutions for multiple applications. The Line Haul and Regional Drive products incorporate MAXAM's proprietary EcoPoint³ Compounding Technology, which delivers exceptional performance and durability while helping fleets control operating costs. The new Mixed Service lineup provides outstanding on – and off-road capabilities, with two series focusing specifically on waste, cement and garbage application, and another on logging application, underlining MAXAM's commitment to innovation and longevity.

“We are thrilled to launch our new TBR line at MATS for the first time,” said Jimmy McDonnell, Vice President of Sales & Marketing at MAXAM Tire. “Our EcoPoint³ technology underscores MAXAM's dedication to offering best-in-class products that support the evolving needs of the transportation industry. We're looking forward to connecting with attendees and demonstrating how MAXAM's premium tire solutions can help them succeed in their operations.”

Attendees at MATS 2025 will have the opportunity to explore MAXAM's newly developed TBR lineup and speak with product experts about maximizing performance, efficiency and safety through innovative tire technology.

For more information about MAXAM's TBR line, or any of our products, please visit www.maxamtire.com.

About MAXAM Tire:

MAXAM Tire is a major global specialty tire, rubber track and TBR manufacturer and distributor with a strong reputation for market-leading quality, reliability, and delivered value. Our organization's foundation is centered around world-class engineering practices and the most advanced manufacturing platforms within our industry, ensuring superior product quality.