

General Tire V.ply Earthmoving Tires debut in US market

- **General Tire releases new earthmoving tires with innovative V.ply technology**
- **Their pioneering tire construction technique with recognizable V-shape casing combines exceptional robustness, stability and efficiency**
- **The TE188 will be displayed at the TIA OTR Conference, February 19-22**

Palm Springs, Calif. February 19, 2020. General Tire has returned to the Off The Road market, launching its first V.ply Earthmoving Tires. The comprehensive range of new Earthmoving Tires is built for customers looking for durability and great value, combined with the reputation of a well-known and trusted brand.

The new General Tire TE188, a bi-directional multipurpose tire, will debut in the U.S. market at the Tire Industry Association Off The Road Conference. The annual OTR Conference brings together hundreds of tire industry professionals to participate in educational sessions and networking opportunities. This year's conference will be held February 19-22 in Palm Springs, California.

A strong solution for all earthmoving applications

The General Tire V.ply Earthmoving range is comprised of six compelling tires for Loaders, Articulated Dump Trucks (ADTs), Rigid Dump Trucks (RDTs) and Scrapers. All six tires benefit from the innovative V.ply technology.

- **General TE65:** A low aspect ratio, wide base tire for wheel loaders and dozers operating in heavy duty dig and load operations
- **General TE191:** Heavy duty wheel loader tire for dig and load operations
- **General TE 6:** Bi-directional L3 tire ideal for compact loader applications
- **General TE188:** A bi-directional multipurpose earthmoving tire for use on ADTs, RDTs, Loaders and Scrapers
- **General TE132:** A wide base non-directional tire designed for Dump Trucks in harsh off-road conditions
- **General TE11:** Rugged tire design primarily used for grading services up to 6 miles per hour

About the V.ply technology

Originally inspired by racing tire design, the innovative V.ply technology enhances cross-ply technology with multiple cords arranged in a recognizable V-shape. The V.ply technology combines robustness and tire stability with rim seat, force transmission and steering response in demanding vehicle operations. Up to 22 layers of high-resistance polymer fiber,



precisely aligned in a V-pattern and embedded in up to three wire beads, deliver a sturdy tire construction. The V.ply construction technology contributes to extraordinarily strong sidewalls, providing excellent protection against tire punctures and cuts.

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General Tire

General Tire has over 100 years of experience and expertise in the development and production of tires made specifically for off-the-road applications. The world-renowned brand stands as a trusted partner, while providing a great price-performance ratio for their tires.
<https://www.generaltire-specialty.com/>