



HERCULES TIRE USA

16380 East U.S. Route 224, Suite 200 • Findlay, OH 45840 • Office: 419.425.6400 • Fax: 419.425.6404 • www.herculestire.com

August __, 2015

Re: Hercules Tire Recall #01-2015

Dear Hercules Distributor,

Hercules Tire, in conjunction with the National Highway Traffic Safety Administration (“NHTSA”), is conducting a voluntary safety recall of several SUV sizes of the Hercules All Trac A/T tire line. You are receiving this letter to (1) help you easily and accurately identify any recalled product, (2) outline your critical role in the recall, (3) walk you through the replacement, return and reimbursement processes, and (4) provide you with information on resources that can help you follow the recall requirements.

Hercules Tire has decided that a defect that relates to motor vehicle safety may exist in several SUV sizes of the Hercules All Trac A/T tire that were manufactured from June 2008 through the 21st week of 2010.

We have determined that the tires in the range described below, if affected by the issue, can experience in-service tread separations. Should a separation occur, vehicle operators could lose control of their vehicles without warning.

Details of the recalled tires are as follows:

Product Name	Size	DOT Serial Number	Owner
Hercules ALL TRAC A/T	235/70R16 106T	JEKJEC2508-2110	Hercules
Hercules ALL TRAC A/T	235/75R15 109T XL	JEKKDC2708-2110	Hercules
Hercules ALL TRAC A/T	245/70R16 107T	JELJEC2508-2110	Hercules
Hercules ALL TRAC A/T	255/70R16 111T	JEMJEC2508-2110	Hercules
Hercules ALL TRAC A/T	265/70R16 112T	JENJEC2508-2110	Hercules
Hercules ALL TRAC A/T	265/75R16 116T	JENKEC3008-2110	Hercules
Hercules ALL TRAC A/T	275/70R16 114T	JERJEC1309-2110	Hercules

Immediate Next Steps

To begin the recall process, you must locate and quarantine all recalled All Trac A/T tires in your new product inventory. It is imperative that you and your customers do not sell any of these tires. Please note that it is a violation of federal law to sell or lease new or used tires covered by this notification.

We also need your assistance to locate all dealer customers or end users who may have purchased recalled tires, so we can attempt to notify them of this recall. Due to the urgency and importance of this notification, please send to Hercules Tire as soon as possible – but no later than September 30, 2015 – the names and addresses of all dealers and consumers, if applicable, to whom you sold or for whom you serviced the recalled tires. As soon as you provide that information, Hercules Tire will mail a letter similar to this to any dealer customers and/or the enclosed consumer recall

notification letter to any consumer customers. Naturally, if you wish to write, call or email your customers in addition to Hercules Tire's mailing, we encourage you to do so.

Please e-mail the list of all dealer and/or consumer customers who may have purchased recalled tires to alltracresponse@herculestire.com, fax it to 1-877-650-7690, or call 1-888-943-2402 to provide it via telephone. Please separate consumer and dealer lists, if applicable.

We also ask that you share the information contained in this letter with all employees who are involved with the removal, handling or return of recalled tires to ensure that they are aware of the procedures and requirements described in this letter. A failure to comply with the instructions of this letter may constitute a violation of the National Traffic and Motor Vehicle Safety Act.

Recalled Tires in Your Inventory

It is imperative that you quarantine all recalled tires in your inventory. Please write "Recall" in tire crayon on the sidewall of each tire. Also, you **must disable** all tires covered by this recall. To disable, make a 3-inch-long cut in each sidewall of the tire. This cut must be at least 3 inches to ensure that the tire cannot be inflated. **Do not skive DOT serial week codes on recalled tires.**

Replacing and Collecting Recalled Tires

Consumers have been advised to return their recalled tire(s) and the recall notification letter they received, if available, to their local Hercules Tire dealer. After confirming that the consumer's tire(s) is covered by the recall, a Hercules Tire dealer will replace the recalled tire(s). Recalled tires should be replaced with a comparable Hercules brand tire using the same size and load rating as required by the vehicle manufacturer. If Hercules brand tires are not available at the time of the inspection, dealers have been advised to replace the recalled tires with a comparable tire brand. PLEASE NOTE: The Hercules Terra Trac AT II tire is the recommended replacement tire. The maximum allowable reimbursement credit for a comparable tire brand is up to \$600.00 on four, or \$150.00 per replacement (excluding labor). If a consumer wishes to purchase higher-priced replacement tires, he or she may pay the difference in cost between the consumer's desired tire and the replacement tire offered.

The dealer should then contact you. Please arrange for the prompt collection and return of the recalled tires at no cost to the consumer. Along with the recalled tire(s), the tire dealer should return to you the customer's invoice for labor charges, and the consumer's recall notification letter, if available.

Handling Recalled Tires

Please confirm that returned tires are covered by the recall. Like the recalled tires in your inventory, recalled tires returned to you must be quarantined. Upon receipt of returned recalled tires, you must confirm that the tires are labeled "Recall" in tire crayon on the sidewall of each tire. You must also confirm that the tires have been disabled, as described above. If a tire has not been properly altered, alter it immediately in accordance with the above instructions.

Please note that federal law requires that if recalled tires are removed from a consumer's vehicle and not altered in accordance with these instructions, you must notify Hercules Tire within 30

days of their removal, and explain why they were not properly altered.

Disposing of Recalled Tires

Please do not independently dispose of the recalled tires. Recalled tires in your new product inventory, and those returned to you from Hercules Tire dealers, must be returned to Hercules Tire. After replacing and/or collecting recalled tires, contact your Hercules Tire product adjustment representative to arrange for recalled tires to be returned to the appropriate Hercules warehouse. Your adjustment representative will work with you to determine the best method to return the tires at no cost to you. Along with the tires, please be prepared to provide copies of the following: (1) customer's invoice for labor charges; (2) consumer's recall notification letter (if available); and (3) a completed claim form.

Credit for Recalled Tires

As mentioned above, when returning recalled tires, please include a copy of the invoice for labor charges, and the consumer's recall notification letter, if available. This information will allow Hercules Tire to issue a credit for your customer's labor charges, as well as the charges for the replacement tires. Hercules Tire will authorize a labor allowance of \$15.00 per tire. For recalled tires removed from your inventory, Hercules Tire will issue a credit to you based upon your last invoice price of the tires. Please remember that the maximum allowable reimbursement credit for a comparable tire brand is up to \$600.00 on four, or \$150.00 per replacement (excluding labor).

In the event a recalled tire is sold, you must immediately notify the National Highway Traffic Safety Administration of the sale. Such reports should be made to the Associate Administrator for Enforcement, NHTSA, 1200 New Jersey Avenue, S.E., Washington, DC 20590.

For Further Information

We have a dedicated team in place to field questions and calls associated with the recall. The team can be reached by phone at 1-888-943-2402, by fax at 1-877-650-7690 and by email at alltracresponse@heculestire.com.

Thank you in advance for your assistance. It is our desire to make this recall process consistent with the high level of service and quality you have come to expect from Hercules Tire. We are committed to working with you and your customers throughout this recall to ensure a successful campaign. As always, thank you for your business.

Sincerely,

Quality Assurance
Hercules Tire & Rubber Company

Enclosures:

Customer Recall Letter