



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

September 12, 2022

Jonathan Judge  
Outside Regulatory Counsel  
Shandong New Continent Tire Co., Ltd.  
c/o Theodore A. Parker  
625 Main Street #37  
Reading, MA 01867

NEF-107DR  
22T-012

**Subject:** Tire Sidewall Separation/FMVSS 139

Dear Jonathan Judge:

This letter serves to acknowledge Shandong New Continent Tire Co., Ltd.'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

ROLLING BIG POWER/REPULSOR M/T/285/75R16LT

**Mfr's Report Date:** July 28, 2022

**NHTSA Campaign Number:** 22T-012

**Components:**

TIRES:SIDEWALL

**Potential Number of Units Affected:** 2,045

**Problem Description:**

Shandong New Continent Tire Co., Ltd (SNC) is recalling certain Rolling Big Power Repulsor M/T Tires, size 285/75R16LT with DOT date codes 1418 through 1622 (AJD6LCDE1418- AJD6LCDE1622). Due to a manufacturing issue, the sidewall may separate from the tire. As such, these tires fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 139, "New Pneumatic Radial Tires for Light Vehicles."

**Consequence:**

Sidewall separation can lead to tire failure, increasing the risk of a crash.

**Remedy:**

SNC will reimburse the total amount paid for replacement tire(s) up to the retail price of the recalled tire(s), plus a fixed amount for installation and rotation. The manufacturer has not yet provided a schedule for recall notification. Owners may contact Shandong's customer service via email at [service@snctire.com](mailto:service@snctire.com).

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.nhtsa.gov](http://www.nhtsa.gov).

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in Part 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

**Please ensure the following requirements are met:**

In the case of items of motor vehicle equipment, the manufacturer of the equipment shall identify by name, business address, and business telephone number every manufacturer that purchases the defective or noncomplying component for use or installation in new motor vehicles or new items of motor vehicle equipment (49 CFR 573.6 (c)(2)(v)).

**AMENDED 573 REQUIRED.**

Your company must supply the estimated date(s) for which it will notify dealers and/or distributors regarding this safety recall. If your company subsequently becomes aware that either the beginning or the completion dates reported to the agency for any of the notifications will be delayed by more than two weeks, your company shall promptly advise the agency of the delay and the reasons therefor, and furnish a revised estimate. If your company does not have dealers or distributors, please state so in the 573 (49 CFR 573.6 (c)(8)(ii)).

**AMENDED 573 REQUIRED.**

Your company must supply the estimated date(s) for which it will notify owners regarding this safety recall. Please be reminded that all owners must be notified of the safety risk associated with this filing within 60 days of the 573 being submitted. If the remedy is not available at that time, mail the interim notice, following it with a second notice once the remedy becomes available. If your company subsequently becomes aware that either the beginning or the completion dates reported to the agency for any of the notifications will be delayed by more than two weeks, your company shall promptly advise the agency of the delay and the reasons therefor, and furnish a revised estimate. If there are no owners involved in this recall, please state so in the 573 (49 CFR 573.6 (c)(8)(ii)).

**AMENDED 573 REQUIRED.**

Per the requirements of 49 USC 30119, please provide the part number, name and description of the component or components involved in this recall. This information should be provided in an amended 573 in the "Involved Components" section.

**AMENDED 573 REQUIRED.**

Your company's program shall include a plan for reimbursing an owner or purchaser who incurred costs to obtain a remedy for the problem addressed by the recall within a reasonable time in advance of your company's notification of owners, purchasers and dealers, in accordance with § 573.13. Your company's plan may incorporate by reference a general reimbursement plan it previously submitted to NHTSA, together with information specific to the individual recall. Information required by § 573.13 that is not in a general reimbursement plan shall be submitted in your company's report to NHTSA. If your company submits one or more general reimbursement plans, your company shall update each plan every two years (§ 573.13). If the vehicles are new and would be covered under the manufacturer's warranty program, please state that in the remedy section of your filing.

**AMENDED 573 REQUIRED.**

Shandong New Continent Tire Co., Ltd.'s contact for this recall will be Darishea Rollins who may be reached by email at [darishea.rollins@dot.gov](mailto:darishea.rollins@dot.gov). We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads "Alex Ansley". The signature is written in a cursive style with a checkmark at the end.

Alex Ansley  
Chief, Recall Management Division  
Office of Defects Investigation  
Enforcement