



September 24, 2024

IMPORTANT SAFETY RECALL

NHTSA RECALL NO. 24T010

Hercules Terra Trac AT X-Venture size LT265/75R16 LR E

Dear Dealer:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. The Goodyear Tire & Rubber Company has determined that certain Hercules brand Terra Trac AT X-Venture tires, size LT265/75R16 LR E, manufactured in the 20th week of 2024, “**Subject Tires**” fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) 574 – Tire Identification and Recordkeeping. Hercules Tire, in cooperation with the tire manufacturer Goodyear Tire & Rubber Company are therefore conducting a voluntary recall to replace the subject tires free of charge, including mounting and balancing. We are contacting you because records indicate that you may have purchased one or more of the subject tires.

What is the Problem?

The subject tires have been manufactured with the date code portion of the tire identification number (TIN) not meeting the regulatory requirement to show week and year. The subject tires were produced with the curing press identification, **Z03L**, installed in the TIN in place of the required week and year code, 2024, as required per FMVSS 574. A photo of the noncompliant date code portion of the TIN is shown below.

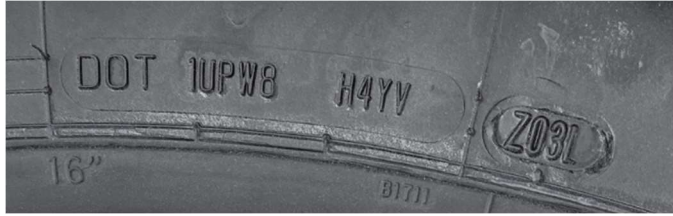
This noncompliance may prevent consumers from making informed decisions related to the age of the tire which may lead to prolonged usage which may increase the risk of a crash.

What Tires are Affected?

This recall involves the following tires only:

Size	Type	Product Code	DOT Number
LT265/75R16 LR E	Hercules Terra Trac AT X-Venture	02724	1UPW8H4YVZ03L

Only tires that exhibit the noncompliant date code are being recalled. Tires from week 2024 that exhibit a compliant date code portion of the TIN are not subject tires and are not eligible for free replacement.



The noncompliant TIN from a subject tire is shown in the photo to the left.

What Should You Do?

New Tires:

All recalled new tires existing in your inventory, or in your sub-dealers' inventories, should be returned immediately in one shipment, by contacting your servicing ATD/DT location to schedule a RMA return to stock. To assure proper handling, these tires should be listed on the standard Hercules Protection Policy Claim Form. To expedite the sorting and crediting process, please use a crayon and write the words, "New Recall" on the sidewall of the tire and on the Claim Form in the Removal Reason section. Upon verification by Hercules Tire that the tires returned are within the recall group, we will issue credit to you based upon your last invoice price of the tires.

"YOU ARE PROHIBITED BY FEDERAL LAW FROM SELLING OR LEASING NEW OR USED TIRES COVERED BY THIS NOTIFICATION."

If a dealer knowingly sells or leases new or used recalled tires, that sale must be reported to the Associate Administrator for Enforcement, NHTSA, 1200 New Jersey Ave., SE, Washington, DC 20590, within five working days after a person to whom the sale or lease has been made has taken possession of that tire. The required contents for such report are provided in NHTSA's regulation at 49 C.F.R. § 573.10.

Sold Tires:

Hercules Tire's registration records are being searched and consumers who have purchased tires with the subject identification number(s) are being notified of the RECALL. Attached for your information is a copy of the notification being sent to such consumers. Tires removed from consumer vehicles because of this RECALL should be replaced with tires of like size and construction bearing identification numbers other than those listed above.

We have advised the consumer that it will take approximately thirty (30) minutes each to replace the recalled tires. For any tires removed from consumer vehicles during such one-hundred and eighty (180) day period, Hercules Tire will authorize an allowance of \$17.50 per tire to cover mounting and balancing.

Tires removed from consumer vehicles must be listed on the standard Hercules Protection Policy Claim Form. The Claim Form must be properly completed and signed by the consumer and the consumer's copy of the recall letter attached.

For the purpose of the RECALL, the Claim Form must include RECALL tires only. The word "RECALL" must be printed directly in the Removal Reason section. Also, please write the words, "Used Recall" on the sidewall of the tire.

Any tire covered by this recall should be promptly and permanently rendered unsuitable for resale for installation on motor vehicles. Examples of this includes but are not limited to, cut one or two beads completely through in two places 180 degrees apart; or make one or more 6" (minimum length) circumferential cut in one sidewall or shoulder completely through the carcass.

Upon verification by Hercules Tire, credit will be issued to you on a no charge replacement basis if replaced by you and returned to ATD/DT on or before two hundred and ten (210) days after notice of this RECALL.

You should return in one shipment all used tires by contacting your servicing ATD/DT location to schedule a WRMA warranty return. Any tires returned after the designated time will be handled under our regular tire adjustment procedures.

Hercules Tire requests that you advise it of those customers of yours, if any, who have purchased any of the tires described above for which registration forms have not previously been submitted so that such customers can be advised of the recall and the replacement of their recalled tires can be scheduled.

We certainly apologize for any inconvenience this may cause you. If you have any questions pertaining to the implementation of this RECALL or need assistance, please contact the Hercules Tire Customer Care Team at 1 800-677-9535.

Sincerely,

The Hercules Tire & Rubber Company

Enclosures