



HERCULES TIRE USA

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August __, 2015

Re: Hercules Tire Recall #01-2015

Dear Hercules Tire Dealer,

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. As a tire dealer who our records indicate has sold tires covered by this recall, 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 can, if affected by the issue, experience in-service tread separations. Should a separation occur, vehicle operators could lose control of their vehicles without warning, which could possibly result in a vehicle crash.

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 inventory. It is imperative that you and your sub-dealers, if applicable, 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 end users and sub-dealers, if applicable, 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 consumers and sub-dealers to whom you sold or for whom you serviced the recalled tires. As soon as you provide that information, Hercules Tire will mail the enclosed consumer recall notification letter to your consumer customers and/or a letter similar to this to any sub-dealer 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 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 sub-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.

Replacing Consumer Tires

Consumers will be advised to return their recalled tire(s) and the recall notification letter they received, if available, to a Hercules Tires dealer. When a consumer presents a recalled tire to you for replacement, please visually inspect each tire and its serial number to confirm that it is covered by the recall. If the consumer's tire(s) is covered by this recall, you should replace the tire(s), mount the new tire(s) and, if needed, balance the tire(s). Hercules Tire will authorize a labor allowance of \$15.00 per tire. We have advised the consumer that it will take approximately thirty (30) minutes to replace each recalled tire.

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, please 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. 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.

Recalled tires should be replaced at no cost to the consumer if they are presented for remedy within sixty (60) days after (i) receipt of a recall notification letter or (ii) notice that a replacement tire is available, if not available at the time of inspection. After 60 days, recalled tires will be replaced at a pro-rated value determined by remaining tread depth.

Collecting Recalled Tires from Sub-Dealers (if applicable)

If you have sold recalled tires to any sub-dealer, please collect those recalled tires. Also, as soon as possible, please provide Hercules Tire with the names and addresses of all sub-dealers to whom you sold recalled tires.

You can e-mail this information to alltracresponse@herculestire.com, fax it to 1-877-650-7690, or call 1-888-943-2402 to provide it via telephone.

Handling Recalled Tires

As mentioned above, all tires covered by the recall must be quarantined. This applies to new tires in your inventory, and tires removed from consumer vehicles and tires collected from your sub-dealers. Please take the following actions for **each** tire collected or covered under this recall: (1) write "Recall" in tire crayon on the sidewall of the tire, and (2) **disable** the tire by making 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.**

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. We will handle disposal of all recalled tires. After replacing and/or collecting recalled tires, contact your Hercules wholesale distributor (ATD branch or independent wholesaler) to arrange for the tires to be returned. The recalled product can be picked up upon the next product delivery or you may drop it off at the wholesale location. Along with the recalled tires, please provide the invoice for labor charges and the consumer's recall notification letter, if available.

Please note that if recalled tires are not returned to your Hercules wholesale distributor in accordance with these instructions within 30 days of your receipt of the recalled tires, you must notify Hercules Tire, and explain why the recalled tires were not returned within that time.

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 credit you for labor charges, as well as the charges for the replacement tires. Note that the Hercules wholesale distributor will initially bill you for replacement tires, but upon verification that returned tires are within the recall population, Hercules Tire will issue a credit to your wholesale distributor for you, based upon your last invoice price of the replacement tires (up to \$600.00 on four, or up to \$150.00 per replacement for a brand other than Hercules Tires). Hercules Tire will authorize a labor allowance of \$15.00 per tire.

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