



Innovation - Traction - Performance

For Immediate Release

## ITP Introduces New 'Black Ops' Wheels

**Clinton, Tennessee, April 3, 2014** - ITP Tire & Wheel Company today announced that three of its most popular wheels will be available in a new matte black finish. The wheels include: the SD Dual Beadlock, the SS216 and the SS316 wheels.



Offering both a stylish and dependable design, the new SS216 Black Ops wheel from ITP Tires and Wheels has a 1,000-pound load rating and proprietary "Rock Armor" construction.

Marketed under the name "Black Ops," the new black wheels are built to meet the rugged demands of today's side-by-side UTVs and feature a 1,000-pound load rating. ITP credits overall wheel strength to its advanced manufacturing process, which transforms high-grade aluminum into incredibly lightweight, ultra tough wheels.

"We decided to market the wheels under the 'Black Ops' namesake because they fit the styling profile of today's UTV owners," said Rhett Turpin, ITP Powersports Director of Sales & Marketing. "The new black finish is 'stealth mode' - it's a great look and our customers are always looking for a new way to dress up - or down - their machines."



Can-Am Maverick 1000R X rs outfitted with ITP Black Water Evolution tires on the new ITP SS316 Black Ops wheels (matte black finish).

The black SS216 and SS316 wheels feature ITP's proprietary "Rock Armor" construction, which consists of an inner reinforced lip that adds a second, inside structural component. ITP warrants the SS216 and SS316 wheels against bending or breaking and offers a lifetime replacement warranty.



Like all the Black Ops wheels, the ITP SS316 Black Ops wheel includes a black matte finish and matching wheel cap and is available in both 12- and 14-inch sizes.



Featuring a two-year limited warranty against bending or breaking, the ITP SD Dual Beadlock with matte black Black Ops finish and matching wheel cap.

Introduced in 2013, ITP boasts the SD Dual Beadlock is the first beadlock wheel made from a single piece of aluminum. It's backed by what the company calls "Total Tire Security." No matter what happens to your tire, according to ITP, the company guarantees it will stay attached at both the inner and outer beads. The wheel itself features a two-year limited warranty against bending or breaking.



ITP SD Dual Beadlock Black Ops wheels featuring 32-inch ITP Monster Mayhem tires.

All three black wheels are available in 12" x 7" and 14" x 7" sizing and are topped with a tough protective clear coat finish. Matching wheel caps are included with each wheel. Turpin said riders should find all three "Black Ops" wheels at their local dealers in May, 2014.

**About ITP**

In business for more than 30 years, ITP has become the world's #1 ATV/UTV aftermarket tire and wheel source. ITP utilizes its experienced staff of engineers, designers and technicians at its two American tire facilities in Clinton, Tenn., and Jackson, Tenn., to develop award-winning tire-and-wheel designs for virtually all ATVs and side-by-side vehicles. Numerous outlets distribute ITP tires across the United States and in more than 25 countries worldwide. For a full-color ITP catalog, call toll-free: 1-800-889-7367. [www.itptires.com](http://www.itptires.com)

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