



Innovation - Traction - Performance

For Immediate Release

ITP Introduces Heavy-Duty 'Hurricane' UTV Wheels

New 'Storm Series' Wheel Includes Lifetime Structural Warranty

Clinton, Tenn., Oct. 7, 2014 - ITP today announced the introduction of its new "Hurricane" wheel for side-by-sides and utility ATVs. The first ITP wheel in the new "Storm Series" product line, the Hurricane features eight sets of X-shaped wheel spokes and an ITP exclusive "Rock Armor" inner wheel lip to provide unequalled structural integrity. The Hurricane boasts a 1,200-lb. load rating and is backed by the company's "Lifetime Structural Warranty."

"Is the Hurricane the strongest UTV wheel on the market today? We think so!" notes Rhett Turpin, ITP Powersports Director of Sales & Marketing. "Plus, no other wheel matches its unique, automotive-like center design. We think owners will really appreciate standing out from the crowd."



The all-new heavy-duty aluminum alloy ITP Hurricane wheel, the first wheel in the new Storm Series wheel lineup, offers an unbeatable X-pattern design, an ITP-exclusive Rock Armor inner wheel lip and a stunning black finish.

ITP credits the new wheel's exceptional strength to the interlacing of the center spokes in an X-shaped pattern, the same configuration that's been used in building construction for thousands of years. The proprietary ITP Rock Armor inner wheel lip, which is designed to guard the sidewall of the tire against

rocks and debris, provides additional tire protection.

The new Storm Series wheel line is about "weathering any storm the trail throws your way," according to Turpin. The Hurricane wheel is expected to arrive at dealerships in November 2014, with additional wheels appearing in January 2015.

Manufactured from a heavy-duty aluminum alloy, the wheel comes in front- and rear-specific sizing (6 + 1) for the most popular side-by-side vehicles.



ITP will initially offer the Hurricane wheel in three size variations (15", 14" and 12") for both UTV and utility ATV applications.

Sizes - MSRP

- 12x7-in. - \$99.86 MSRP
- 14x7-in. - \$122.72 MSRP
- 15x7-in. - \$126.53 MSRP

About ITP

In business for more than 35 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. Tech questions call: 1-909-390-1905 www.itptires.com



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