

THE UNIROYAL® LAREDO® CROSS COUNTRY TOUR

WE'VE ALREADY CROSSED OVER. NOW WE'RE EXTENDING.

Founded in 1892, Uniroyal has been making affordable and dependable tires for almost as long as there have been cars on the road. Our versatile Laredo® Cross Country Tour is the latest example. This new crossover tire offers your customers a comfortable ride whether they drive a CUV, SUV, or light truck. Now we're expanding this popular tire line with 13 new sizes, which means even more customers and more sales for you.

THIS IS THE TIRE TODAY'S DRIVERS WANT.

The Laredo® Cross Country Tour tire hits the sweet spot for drivers who prize affordability and dependability in a tire, providing exactly the crossover versatility and reliable all-season performance they want, backed by a 60,000-mile Manufacturer's Treadwear Limited Warranty.*

13 New Sizes

- 3 New, 10 Replacement

93% Market Coverage**

- Including the Laredo® Cross Country

Made for CUVs/SUVs/Light Trucks

- Better handling
- Comfortable & quiet
- 60,000-mile Manufacturer's Treadwear Limited Warranty.*

As the summer heats up, CUV, SUV and light truck drivers need to know they can get to baseball games, summer camps, and vacation spots in comfort and safety.

Be ready to service this fast-growing crossover tire market with the Laredo® Cross Country Tour.



*See warranty brochure for details.

**Source: Rubber Manufacturer's Association (RMA 2011)

THE UNIROYAL® LAREDO® CROSS COUNTRY TOUR 2012 LINE EXTENSION

With 13 new sizes, this fast-growing crossover tire now offers even more coverage.

8 NEW SIZES LAUNCHING ON JULY 1ST

235/75R15	225/75R16	265/70R16	255/65R17
245/70R16	245/75R16	245/65R17	265/65R17

5 NEW SIZES LAUNCHING THE FIRST QUARTER OF 2013

235/70R16	255/65R18	245/55R19	275/55R20
265/70R17			

KEY FITMENTS IN THE CUV/SUV MARKET

Buick Enclave	GMC Acadia	Jeep Liberty
Chevy Blazer	GMC Envoy	Kia Sorento
Chevy Suburban	GMC Jimmy	Mazda Tribute
Chevy Tahoe	GMC Yukon	Mercury Mountaineer
Chevy Trailblazer	Honda CR-V	Nissan Pathfinder
Dodge Nitro	Hyundai Santa Fe	Nissan Xterra
Ford Escape	Isuzu Ascender	Toyota Highlander
Ford Explorer	Isuzu Rodeo	Toyota Sequoia
Ford F-150 Pickup	Jeep Grand Cherokee	Toyota 4Runner

LAREDO® CROSS COUNTRY TOUR

The affordable crossover tire with the perfect combination of durability, long-lasting wear and all-season performance.

FEATURES

- Computer-optimized tread design
- Patented DuraShield® construction
- Solid center rib
- Wide, circumferential grooves
- Solid shoulder tread block design

BENEFITS

- A comfortable and quiet highway ride
- Offers durability and reliability on the road, with a **60,000-Mile Manufacturer's Treadwear Limited Warranty***
- Pure "on-center" feel for improved stability and control
- Evacuates water fast for improved wet traction
- Responsive, car-like handling and stability in all seasons