

New Release



The Carlstar Group Introduces the New Black Rock M/S Tire *First Carlisle branded mud and snow tire designed for the ATV / UTV market*

Franklin, TN – April 10, 2017 - The Carlstar Group announced today the release of the new Carlisle branded Black Rock M/S (Mud and Snow) tire. As the first Carlisle branded mud-specific UTV tire, the Black Rock M/S is equipped with a unique tread, designed for increased traction control in loose and muddy terrain.

“We are excited to be able to provide a mud tire geared specifically for our UTV riders,” stated Laren Harmon, Executive Vice President of Sales at The Carlstar Group. “Our engineering team has been working hard to produce a tire that exceeds enthusiast expectations. With a rounded shoulder profile and overlapping lugs, the Black Rock M/S maintains an incredibly smooth and comfortable ride on hard-packed terrain.”



The Black Rock M/S incorporates “mud spikes” tattooed in the void area of the tire design. The mud spikes break the suction often associated with deep, soupy mud. The mud spikes work in conjunction with the V shaped dimples of the uniquely designed lugs to evacuate mud from the tire. These features allow the massive 1.2 inch tread depth to provide the bite needed to maintain forward motion in extremely muddy conditions. A proprietary tread formulation balances maximum wear properties with excellent chip and tear resistance, providing enthusiasts with compelling value for their investment.

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Available in dealers in April 2017, MSRP ranges from \$102 to \$140 with sizes available in 25x8-12 to 28x11-14. The all new Black Rock M/S tire will dominate over the biggest mud holes and lead riders on their next outdoor exploration.

About Carlisle branded tires and wheels

The Carlisle branded specialty tire and wheel line provides a comprehensive product portfolio for outdoor power equipment, powersports, trailers, agriculture, construction, industrial, and tube/flap market segments. A staple on original equipment machines for work and for play, the Carlisle brand is well-known among leading manufacturers as well as aftermarket retailers in the tire and wheel industry. Long recognized as a leader in the industry, the Carlisle brand offers best-in-class quality, cutting-edge technology and product performance.

About The Carlstar Group

The Carlstar Group is headquartered in Franklin, Tennessee and is a global manufacturer of original equipment and aftermarket specialty tires and wheels for the agriculture, construction, outdoor power equipment, powersports, high speed trailer and flat free/manual markets. The diverse portfolio of solutions are offered under several leading brands including Carlisle® tires and wheels, ITP® tires and wheels, as well as Cragar®, Black Rock® and Unique® wheels and Marastar® flat free and manual tires. The Carlstar Group employs 3,000 associates in 15 facilities located in four countries. The Carlstar Group has created a culture of converting great ideas into advanced products and has created a legacy of excellence in product innovation, quality, and customer service. For more about The Carlstar Group, visit www.carlstargroup.com