

# News Release



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## ITP announces price increase

**Franklin, TN – January 13, 2017** – ITP Tires and Wheels announced today it will be increasing prices on its specialty tire products 5 - 8 percent effective February 6, 2017. ITP markets a complete line of high performance tires for ATV's, UTV's and side-by-side vehicles.

The increase will impact all tire products that are sold under the ITP® tire brand, which is a registered trademark of The Carlstar Group, LLC. The Carlstar Group cited escalating costs of raw materials as the primary reason for the increase.

### *About ITP*

Since 1982, ITP has been the world's #1 ATV/UTV aftermarket tire and wheel source. The premier ITP products are developed utilizing an experienced staff of engineers, designers and technicians at its two American tire facilities in Clinton, Tennessee, and Jackson, Tennessee, 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. ITP is a registered trademark of The Carlstar Group, LLC. For a free, full-color ITP catalog, call toll-free: 1-800-889-7367. Tech questions call: 1-909-390-1905. Visit: [www.itptires.com](http://www.itptires.com)

### *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 over 3000 associates in 15 facilities located in 4 countries. The Carlstar Group has a culture of converting great ideas into advanced products has created a legacy of excellence in product innovation, quality, and customer service. For more about The Carlstar Group, visit [www.carlstargroup.com](http://www.carlstargroup.com)

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