

# News Release



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## The Carlstar Group launches a new website for Carlisle® branded products Carlstar Group Corporate website launches at same time

**Franklin, TN – February 1, 2017** - The Carlstar Group announced today the launch of a new Carlisle branded product website to showcase its lineup of specialty tires and wheels. In addition, the company's new Carlstar Group corporate website will launch at the same time.

The new Carlisle branded product website, [www.CarlisleBrandTires.com](http://www.CarlisleBrandTires.com), will feature the Company's entire portfolio sold under the brand and includes products for [Agriculture and Construction](#), [ATV and UTV](#), [Lawn and Garden](#), and [Trailers and Haulers](#). The new site will feature a robust Product Finder feature to help users quickly search and locate the product and technical information needed. Customers can also find the right products for their needs by searching for a product name, category, application or use. In addition, those customers searching for a replacement part or an aftermarket upgrade can browse through the "What's your passion?" section to see how Carlisle branded tires can help keep your life moving.



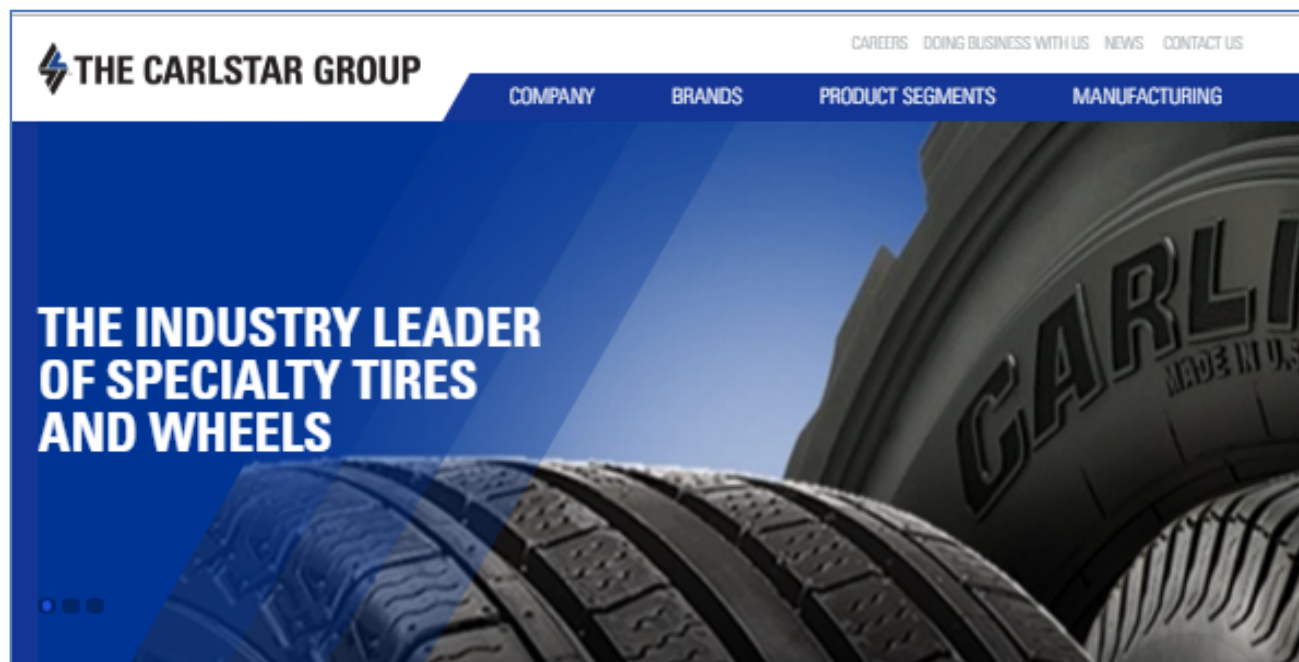
The second site to launch is the corporate website, [www.CarlstarGroup.com](http://www.CarlstarGroup.com). The Carlstar Group site features its industry leading brands including [Carlisle®](#), [ITP®](#), [Cragar®](#), [Black Rock®](#),



THE CARLSTAR GROUP

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[Unique®](#), [Marastar®](#) and [Marathon®](#). In addition, the site showcases the capabilities of the company within each market segment in which it operates, as well as the strength of its manufacturing and distribution network and R&D.



“We are excited to launch these new websites that effectively showcase our capabilities for our customers,” stated John Salvatore, Chief Executive Officer, The Carlstar Group. “Our goal is to enable our customers to locate the information needed to quickly and easily find the right product for the job at hand.”

The launch of these two websites is part of the company’s global strategy to enhance its online presence. The Cragar styled wheels website ([www.CragarWheel.com](http://www.CragarWheel.com)) was the first of the Company’s websites and launched in the Fall of 2016.

## *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 four countries. The Carlstar Group 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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