

December 12, 2017

Toyo Tires® Introduces the New M588™ On/Off-Road Drive Tire

CYPRESS, CA – Toyo Tire U.S.A. Corp. (Toyo Tires®) introduces the new Toyo® M588™ heavy duty on/off-road drive tire. The M588 is built for severe service applications including oil, gas, mining, and logging operations. A 33/32” tread depth and special cut and chip resistant compound combined with a competitive acquisition point make the M588 the leading value alternative for severe-use vehicles.

Built to be durable, the M588 handles the harshest elements such as scoria and caliche roads, snow and mud. Its appearance is that of toughness, as aggressive side protectors are molded into the sidewall of the tire. They protect the tire from cut damage by rocks, and from the continued use of snow chains in severe winter regions.

The M588’s unique tread block arrangement is a high-void design which provides excellent mud and snow traction. Aiding in the traction is special siping on top of the tread blocks. Between the blocks and inside the grooves, several features such as stone ejectors and mud breakers add to the performance of this on/off-road drive tire. Angled inline lateral grooves, also between the tread blocks, help evacuate packed mud and prevent snow chains from dropping into the grooves.

Longevity, tread profile retention, and fuel efficiency are achieved using Toyo’s *e-balance*® technology while its durable casing design improves retreadability. Two 16-ply sizes are available with the new M588, an 11R22.5, and an 11R24.5.

“The M588 is an ideal solution for customers operating in tough and unforgiving conditions,” said Mike Graber, senior product manager for commercial tires, Toyo Tire U.S.A. Corp. “It is designed to take the abuse experienced in on/off road conditions such as oil fields and forestry applications.”

To learn more about the new high-traction Toyo M588 on/off-road drive tire from Toyo Tires, go to <https://www.toyotires.com/commercial>.

About Toyo Tires®

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for 70 years. The company offers a full line of premium tires for nearly every vehicle including light trucks, SUVs, crossovers, sports cars, luxury cars and hybrids as well as commercial trucks. Many of the tires are built in the United States at their state-of-the-art factory in White, Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. Join the Toyo Tires community on: [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

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