



THE ROAD IS YOUR PREY



It's going to be OK.

FOR IMMEDIATE RELEASE

**NEW BLACKHAWK TIRE BRAND SPREADS ITS WINGS AND
FLIES INTO OK TIRE STORES ACROSS CANADA**

Blackhawk tires, exclusively available at OK Tire stores, are ready to take on Canadian roads.

VANCOUVER, BC - February 24, 2020 - Today, OK Tire, one of the largest independent tire and auto service retailers in Canada, is thrilled to announce their 10 year partnership with Blackhawk to offer an exclusive line of tires. Named after the bird of prey, Blackhawk tires offer superior performance attributes, including the ability to maintain a tight grip on its prey - the road.

Blackhawk tires are the product of world class engineering, real world Canadian Testing and Canadian distribution. They're produced at one of the finest production facilities in the world, resulting in a finished quality that rivals that of the industry's largest manufacturers. Once their world-class tires are produced, they are tested in Canada by a Canadian engineering team and a host of Professional drivers.

"We are thrilled to be Blackhawk's exclusive partner. Blackhawk shares many of OK Tire's company values, making the partnership a natural fit," says Jim Caldwell, President & CEO of OK Tire Stores Inc. "Our customers have high standards, and Blackhawk tires exceed those standards with their bold tread patterns and extensive use of complex rubber compounds."

"Understanding our customer's needs and meeting their expectation is why OK Tire has been Canadians' go-to-choice for auto and tire service for the last 68 years. Our customers come to us because they know our dealers are qualified to know what is best for their vehicle," says Michael Rutherford, Chief Operating Officer, OK Tire Canada. "Blackhawk tires give us another great option to meet our customers' needs, offering consumers affordable tires that are durable, safe, and reliable throughout all four Canadian seasons".

At OK Tire, they service a full range of vehicles, and it's essential they have reliable quality brands like Blackhawk tires, from PLT to commercial. Blackhawk represents one of the most technically advanced tire programs in the market today, with experience designing

tires for major rubber companies around the world. Both Blackhawk and OK Tire work hand in hand with consumer feedback in mind, creating and enhancing existing tire designs to offer the best performing tire in the market.

With the addition of Blackhawk tires, OK Tire enhances its mid-range tire offering, furthering its commitment to provide customers with great tire options at every price point. Blackhawk's versatile line-up provides options for Canadian drivers, from high-performance tires for sport coupes and sedans to the ideal tire for the everyday driver. Furthermore, Blackhawk offers a commercial product assortment of high-quality commercial truck tires that will get any fleet across the country safely and efficiently. Each model has a unique set of characteristics that cater to a variety of vehicles and terrains. This includes:

- The HH11 all-season touring tire, built for wet and dry terrains with a modern non-directional tread designed for superior road feel and handling;
- The HU02 ultra high-performance tire, developed for high-performance sport coupes and sedans that offer a smooth ride and superior braking ability;
- The HA11 premium all-terrain tire, built with an advanced tread pattern and aggressive sidewall design that features extra poly ply for added strength, a rim protector, and severe winter service certification to navigate the Canadian climate;
- The HT01 SUV and crossover tire, engineered to provide a comfortable driving experience with all-weather traction and a specially-formulated compound for an enhanced tread life.
- Whether long-haul, regional or mixed service Blackhawk has an extensive commercial truck assortment that has you covered.

“As an icon in the Canadian tire market, we're excited to partner with OK Tire and provide them exclusivity when it comes to selling and servicing our tires” says Mark Pereira, Senior Marketing Manager, North America, at Blackhawk. “The Blackhawk brand is focused on delivering products that can withstand the distinctive Canadian climate. Echoing the hallmarks of the common blackhawk, our tires are ready to take flight and take on anything Canadian drivers and weather can throw at us.”

Blackhawk brand tires will officially land exclusively at OK Tire stores nationwide and be available for Canadian drivers to purchase starting March 31st. For more information on the full product line, please visit blackhawktirecanada.ca.

About OK Tire

[OK Tire](#) is the largest independent tire and auto service retailer network in Canada. Part of the Canadian landscape since 1953, there are more than 325 independently owned and operated OK Tire locations across the country offering a full range of both retail and commercial services. Each franchise is unique within its geographical area, tailoring its offerings to meet customers' needs, and covering everything from the front bumper to the back. Customers can count on national support as well as the personal service of a local owner who lives in, shops in, and supports their community. www.oktire.com

About Blackhawk

Our competitive Blackhawk brand believes in delivering great quality tires at fair prices with a wide range of car, truck, crossover and SUV products expertly engineered to match the performance of many major tire brands out there. Our products undergo vigorous testing to ensure they meet the demands of today's drivers, as our global team of tire engineers never settle for less. Our mission is to earn your trust as a valued customer, as all Blackhawk tires are manufactured in state of the art facilities under a high standard of excellence. Blackhawk tires are sold and serviced exclusively by OK Tire who is an icon in the Canadian tire market. www.blackhawktirecanada.ca

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