

# Extreme All-Terrain Light Truck

1<sup>st</sup> Sizes available Spring 2018!

## Klever R/T KR601

Premium Performance for the value-driven consumer designed to conquer **Rough Terrain** without sacrificing the ride and comfort of an A/T tire, offering exceptional durability with aggressive styling, an optimized tread design provides the right solution for 4x4 owners on the road, in the snow or in any off-road environment.



# Extreme All-Terrain Light Truck








## Klever R/T KR601

- Initial Sizes: 19 LTR
- Load Range E w/3-Ply
- Aspect Ratio: 55-80 & Flotation
- Rim Range: 17, 18, 20 & 22
- Speed Rating: R
- Studdable – TMSI #15
- Vehicle Fitments
  - GM, Ford, Dodge, Nissan, Toyota and more...



# Extreme All-Terrain Light Truck

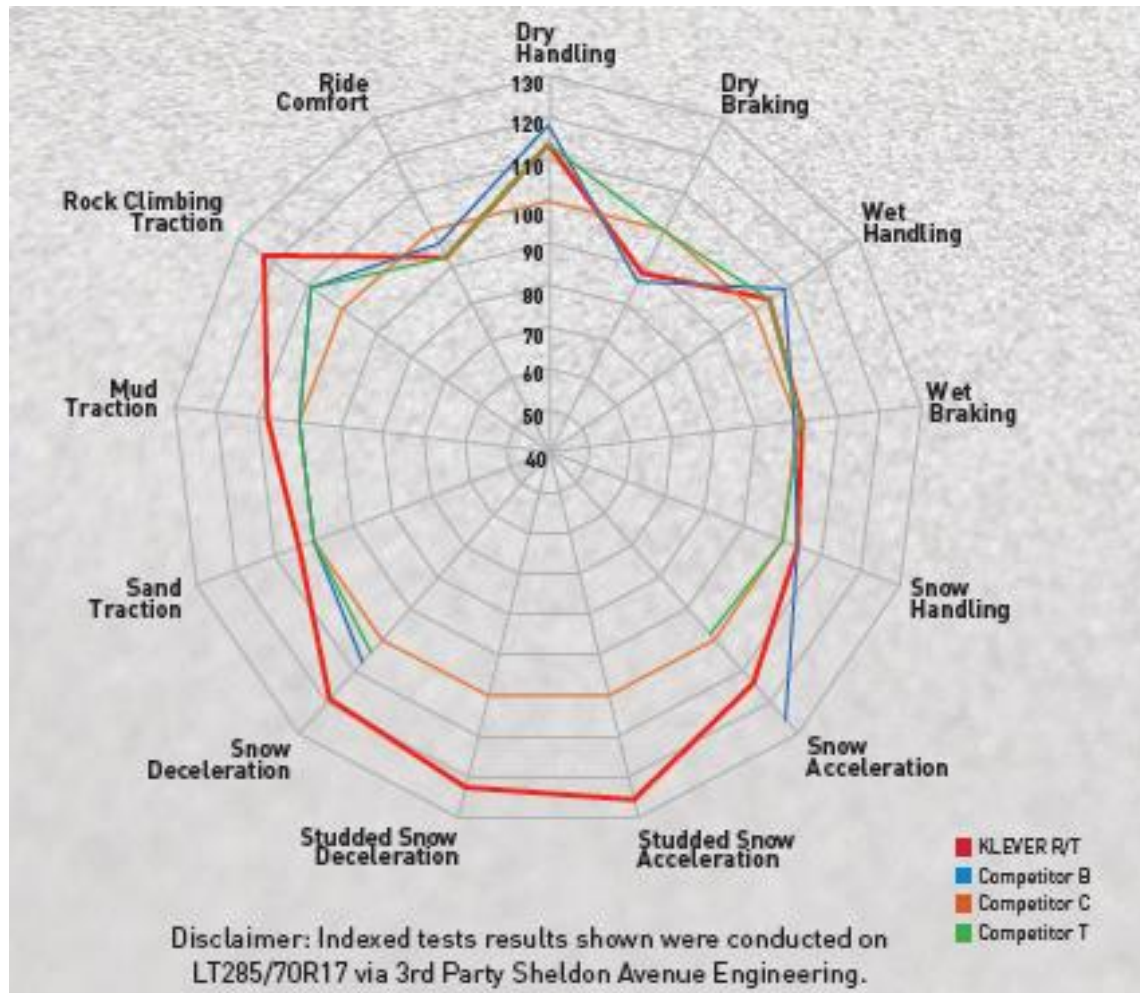


-  Interlocking center tread blocks for aggressive Off-Road, and snow performance.
-  Aggressive sidewall tread not only gains you traction but protects against cutting, tearing and abrasions.
-  Large groove volumes to maximize hydroplaning resistance, wet traction, and mud traction performance.
-  High sipe density for excellent snow, ice, and wet traction.
-  Stud-able for increased winter performance.
-  Robust bead protector shields the bead area and rim from close encounters with trail obstacles.
-  3 full carcass plies of polyester ensure the best amount of protection from impact damage and punctures.

# Benchmark Test Results: Klever R/T KR601

- Independent benchmark testing conducted by 3<sup>rd</sup> party reveals that new Kenda Klever R/T KR601 is very competitive with Premium products On Road and Exceptional Off Road.
- Benchmark Tires
  - **Kenda Klever R/T KR601** (LT285/70R17 E)
  - Competitor\_B (LT285/70R17 E)
  - Competitor\_C (LT285/70R17 E)
  - Competitor\_T (LT285/70R17 E)

# Benchmark Test Results: Klever R/T KR601



All vehicle test evaluations conducted by 3<sup>rd</sup> party company (Sheldon Ave Engineering, Inc.)

New Kenda Klever R/T (KR601) tire is:

- Very competitive with Competitor\_B on road and significantly outperforms it in off-road applications.
- Significantly outperforms the Competitor\_C tire both on and off-road applications
- Very competitive with Competitor\_T tire.  
Better snow & ice traction and rock climbing  
Slightly less in dry braking traction.  
Equal everywhere else.

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## Kenda Klever R/T KR601 Initial 19 Sizes – Late Summer 2018

Pattern	Popular Applications	Size	Load/Speed	Sidewall
KR601	Toyota Tundra TRD, Dodge Ram 2500	LT285/70R17 E	121R	BSW
KR601	GM/Ford/Ram ½ Ton w/suspension system	35x12.50R17 E	121R	BSW
KR601	GM/Ford/Ram ½ & ¾ Ton, Toyota 4-Runner	LT265/70R17 E	121/118R	BSW
KR601	Ford/Ram ¾ & 1-Ton, Nissan Titan Pro-4X	LT275/70R18 E	125/122R	BSW
KR601	Toyota Tundra & 4-Runner, Jeep Wrangler	LT275/65R18 E	123/120R	BSW
KR601	GM/Ram ½, ¾ & 1-Ton	LT235/80R17 E	120/117R	BSW
KR601	GM/Ford/Ram ½ Ton w/suspension system	35x12.50R20 E	121R	BSW
KR601	Ford ½, ¾ & 1-Ton, GM ¾ Ton, Nissan Titan	LT245/75R17 E	121/118R	BSW
KR601	Ford/Ram ¾ & 1-Ton, Jeep Commander	33x12.50R17 E	120R	BSW
KR601	Ford/Ram ¾ & 1-Ton, Jeep Commander	33x12.50R20 E	114R	BSW
KR601	GM 1500, Hummer H3X	LT265/65R18 E	122/119R	BSW
KR601	GM/Ford/Ram/Toyota ½ Ton, Jeep Wrangler	LT275/55R20 E	120/117R	BSW
KR601	GM/Ford/Ram ½ Ton w/suspension system	35x12.50R22 E	117R	BSW
KR601	GM/Ford/Ram ½ Ton w/suspension system	35x12.50R18 E	123R	BSW
KR601	GM/Ford/Ram ½ Ton w/suspension system	33x10.50R17 E	121R	BSW
KR601	GM/Ford/Ram ½ Ton w/suspension system	35x10.50R17 E	121R	BSW
KR601	Ford/Ram ¾ & 1-Ton, Jeep Commander	33x12.50R22 E	109R	BSW
KR601	Ford/Ram ¾ & 1-Ton, Jeep Commander	33x12.50R18 E	118R	BSW
KR600	GM/Ford/Titan ½ Ton	LT285/55R20 E	122/119R	BSW

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## Klever R/T KR601

### Key KR601 Retail Sales Tools

- **Rough Terrain R/T** features exceptional looks with premium performance
- New specially formulated tread compound developed to provide optimum balance between on-road /off-road with strong wet performance & great wear
- Strong performance in snow (#15 TMSI – studdable) with a great ride and low noise

