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## TOYO TIRE CANADA INTRODUCES THE OPEN COUNTRY R/T TRAIL, AN ALL-NEW ON-AND OFF-ROAD RUGGED TERRAIN TIRE

**Richmond, British Columbia** – Toyo Tire Canada Inc. (Toyo Tires®) announces the Open Country® R/T Trail, an on and off-road rugged terrain light truck tire that delivers better off-road grip than a traditional all-terrain tire, most evident in sand, mud, and loose terrain. The all-new Toyo® Open Country® R/T Trail is available in 49 SKU's for light truck and SUV owners who want more off-road capability, without the extra noise and harshness of a dedicated mud terrain tire.

With the off-road traction to help navigate challenging terrain while providing a comfortable and quiet ride, the Open Country R/T Trail is a hybrid tire that is positioned between an Open Country® M/T mud terrain and the popular Open Country® A/T III all weather, all terrain tires. The Open Country® R/T Trail succeeds the Open Country® R/T that was introduced to the Canadian market in 2017.

Advances were made in tread design for optimized on- and off-road durability, traction, and stability, providing improvements in grip and performance in both wet and dry conditions. The tire features scalloped shoulder blocks and extra- thick sidewall lugs that dig into soft terrain and uneven surfaces. Additional features contributing to its durability and traction include wide circumferential grooves, lateral zig-zag grooves and stone ejectors, 4-way tapered notches, and a rim protector. A heavy gauge sidewall will also help protect from cuts, impacts, and punctures.

The Open Country R/T Trail was developed in North America at Toyo's White, Georgia research and development facility. Designed in collaboration with off-road enthusiasts and tested in the harshest conditions to ensure it exceeded expectations, in terms of design, traction and durability.

The tire will be produced in 49 unique sizes and load combinations for 16-24-inch wheel diameters and up to a 38-inch overall diameter. The line-up includes sizes for modified light trucks and SUV's from makes including Ford, Jeep, and Toyota. The Open Country R/T Trail is backed by a 72,000-kilometer warranty and the 30-day trial offer.

Drivers can use the tire finder on [toyotires.ca](https://www.toyotires.ca) to find the right Open Country R/T Trail for their light truck, or SUV and the dealer finder to help locate their closest Toyo Tires dealer.

To learn more about the all-new Toyo® Open Country R/T Trail rugged terrain tire, visit:

<https://www.toyotires.ca/tires/onoff-road-rugged-terrain-tire-open-country-rt-trail>

### **Toyo Tire Canada Inc.**

Toyo Tires® has stood for innovation, quality, performance, and excellent service for over 75 years, including over 40 years in Canada. Toyo Tires manufactures and distributes a complete line of replacement tires for passenger cars, luxury vehicles, light trucks, and SUV's as well as commercial truck, off-road, and construction applications.

To learn more about Toyo Tires premium tires visit them at [www.toyotires.ca](https://www.toyotires.ca) and follow them on Facebook, Twitter, YouTube, and Instagram under the name ToyoTiresCanada.

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