**Press Release**

***For immediate distribution***

**Camso branded construction tires and tracks come with new naming sequence to match the right product with performance requirements, vehicle and job surface type**

*Magog, Québec, June 1, 2016* – Camso, formerly Camoplast Solideal, is accelerating efforts to phase in Camso branded products while making it easier to choose the right tire or track in a sea of complex niche applications in the construction and industrial machine industry.

Since the launch of the Camso brand in July of 2015, the company has added a series of next generation skidsteer, telehandler and wheel loader tires to its construction line-up under the Camso brand. It is now ramping up efforts to complete transitioning the rest of its construction portfolio by the end of 2016.

“It’s been almost a year since we began communicating the Camso brand in our commercial literature. This was a first step in building a strong, coherent brand identity for the company,” says Derek Bradeen, Brand and Communications Global Director at Camso. “We did this to generate awareness of the Camso brand without losing the equity of our legacy brands. It’s now time for all of our construction products to carry the Camso name. After all, this is the most tangible way for end users to connect with the performance features of our products in the niches in which they work,” adds Bradeen.

**Facilitating tire selection and management**

Camso has long claimed it offers the right tire, for the right application at the lowest operating cost solution. “Tire selection in our industry is more difficult than one would think. For us, helping dealers and end users understand tire selection is just as important as engineering a great tire,” says David Fleischhauer, Executive Director, Market Development – Construction at Camso. “As we transitioned products to the Camso brand, we wanted to introduce subtle features to make selling and storing tires easier for our clients. We developed a naming sequence to eliminate the complex equation a user must tackle to match their tire with the machine they’re running and the job they need to accomplish,” Fleischhauer notes.

Camso’s new naming system identifies the brand and machine type, and provides product details. Subcategories include performance level (top, core, or entry), a surface condition classification (soft, hard, mixed, or severe), tread pattern (R1, L5, L4, etc.) and product type (bias, radial, or solid).

Camso also brings to market simple design features that respond to unspoken inconveniences of tire usage and storage:

* **A tread wear indicator**: Its purpose is to maximize tire life and reduce operating cost by preventing premature tire replacement or failure and downtime from wear out.
* **On tread naming and size**: More often than not, tires are stored vertically, stacked one on top of the other. Reading tire information on a sidewall requires displacement of stacks. Camso’s new naming system is printed directly on the tread pattern to minimize the manipulation of tires in a warehouse.
* **Dual unit markings**: Camso will now include both metric and imperial units on its products to better serve its global clients.

The naming system and new design features will be rolled out on products as they transition to Camso.

# About Camso, formerly Camoplast Solideal

Camso, the Road Free company, is a world leader in the design, manufacturing, and distribution of off-road tires, wheels, rubber tracks and undercarriage systems to serve the material handling, construction, agricultural and power sports industries. It employs more than 7,500 dedicated employees that place 100% of their effort on 11% of the global tire and track market; the off-the-road market. It operates advanced R&D centres and manufacturing plants in North and South America, Europe and Asia. Camso supplies its products to leading original equipment manufacturers (OEM) under Camso and Solideal names and distributes them in the replacement market through its global distribution network.

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