



# ***DEALER TRAINING MANUAL***

***FOR THE***



***THE BIG TIRE FOR THE hardcore OFF-ROAD***



- **Atturo Tire was launched in 2009 with the AZ800 in 10 popular sizes.**
- **Atturo is focused on the SUV, LT, and Crossover markets.**
- **Atturo offers value with quality levels similar to Korean or Japanese tire brands at affordable price points.**
- **Atturo tires are distributed globally in over 30 countries.**





- **EXTREME MUD TERRAIN TIRE. KURKI-BLADE DESIGN AS THE OVERSIZED TREAD LUG.**
- **PULLS THROUGH DEEP SLOP AND FORCES DEBRIS FROM THE CENTER OF THE TREAD.**
- **CENTER TREAD BLOCKS ARE LINKED FOR STABILITY FROM HIGH ABRASION OF ROCKS.**
- **UP TO 40" OD**
- **UP TO 24" WHEEL**
- **SIDEWALLS FEATURE THE SAME BLADE AND HANDLE SHAPES, PROVIDING TRACTION IN MUD, GRABBING LOOSE ROCKS, AND PROTECT THE SIDEWALL.**
- **BENEATH THE TREAD LIES A 3-PLY SIDE WALL FOR LOAD CAPACITY AND PROTECTION**



## ***THE BIG TIRE FOR THE HARD-CORE OFF-ROAD.***

Atturo® Tire releases the fourth tire in its Trail Blade® series with the most intimidating tire design to date – the Trail Blade BOSS®. The tread is designed from the Quarter-master QSA-1 BOSS HOG knife, a blade made for heavy duty, hard core use. Alternating shoulder blocks follow the outline of the knife handle tread. The tread's high void ratio provides superior grip across the varied terrain. Smaller center tread blocks are linked for stability from the high abrasion abuse of rocks.



### ***Trail Blade BOSS Design Features:***

- The center tread incorporates the 'kurki' style knife blade as the oversized tread lug. The deep channel in this massive tread block serves to pull through deep slop and force debris from the center of the tread.
- The relatively smaller center tread blocks are linked for stability from the high abrasion abuse of rocks.
- The sidewalls of the BOSS feature the same blade and handle shapes as the tread. These large lugs provide traction in deep mud, grab loose rocks and protect the sidewall from protrusions on the trail.
- Beneath the tread, lies a 3 ply sidewall for load capacity and protection.



## ***Trail Blade X/T Optimized:***

**A BIG tire with a BIG attitude, the BOSS has earned its title.**



- 17% better traction in deep mud
- 10% better in gravel
- 9% better in sand

\*Based on NATC testing against the Trail Blade® M/T



***Don't Forget:***

- Tell your customers about finding their **Optimum Tire Pressure**.
- About the **Limited Warranty Terms and Conditions**.
- About **Registering their Tires**.
- About all of the informative videos we have on **YouTube**.
- About liking us on **Facebook** , **Twitter**, and **Instagram**.

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