

September 24, 2024

**IMPORTANT SAFETY RECALL**

**Transport Canada Recall 2024-540**

**Hercules Terra Trac AT X-Venture size LT265/75R16 LR E**

Dear Customer:

This notice is sent to you in accordance with the *Motor Vehicle Safety Act*. This is to inform you that your tire may be non-compliant with the requirements of the *Motor Vehicle Tire Safety Regulations* and that the non-compliance could affect the safety of a person. The Goodyear Tire & Rubber Company has decided that a noncompliance to a motor vehicle safety standard exists in a certain Hercules brand tire, as identified in the table below.

Size	Type	Product Code	DOT Number
LT265/75R16 LR E	Hercules Terra Trac AT X-Venture	02724	1UPW8H4YVZ03L

You are receiving this letter because our records indicate that you may have purchased one or more of the recalled tires. The affected tires may lead to a crash.

**What is the Problem?**

Certain Hercules Terra Trac AT X-Venture tires, size LT265/75R16 LR E week 2024, have been manufactured with the date code portion of the tire identification number (TIN) not meeting the regulatory requirement to show week and year. The subject non-compliant tires were produced with the curing press identification, **Z03L**, installed in the TIN in place of the required week and year code, 2024, as required per CMVSS §139 (6) (4). Only these specific tires with noncompliant TINs are part of this recall. A photo of the noncompliant date code portion of the TIN is shown below.



The noncompliant TIN from a subject tire is shown in the photo to the left.

This noncompliance may prevent consumers from making informed decisions related to the age of the tire which may lead to prolonged usage which may increase the risk of a crash.

Hercules Tire, in cooperation with the tire manufacturer, Goodyear Tire & Rubber Company are recalling all of the tires with the identification number in the table above. To ensure your safety and satisfaction with our product, we request that you return the recalled tire(s) to the dealer where the tires were purchased or any Hercules Tires dealer. If the inspection verifies that you have a tire or tires with the suspect identification number, they will be replaced with the same or substantially similar tires, for FREE, if you have presented them for remedy within one-hundred and eighty (180) days after (i) receipt of this letter or (ii) notice that a replacement tire is available (if not available at the time of inspection). It is expected that replacement tires will be available at the time of the inspection. After expiration of the one-hundred and eighty (180) day period, tires will be replaced under our normal adjustment policy.

The time required to determine if the tire is subject to recall is only a few minutes and approximately thirty (30) minutes per tire if replacement is required.

### **Reimbursement**

If you have already replaced any of the tires covered by this recall, you may be eligible for reimbursement. Reimbursements are limited to warranty transactions where you paid a portion of the total price of a tire to replace an affected tire. Documentation that adequately supports eligibility must be provided for reimbursement. Submit a copy of your replacement tire invoice/receipt and if available a copy of the tire adjustment claim form to the following address for reimbursement:

Hercules Tire & Rubber Company  
12200 Herbert Wayne Court, Suite 150  
Huntersville, NC 28078

Or at:

<https://www.herculestire.com/support-resources/contact-us>

### **Questions?**

If further assistance is required for any reason, including difficulty in obtaining free replacement tires, please contact the Hercules Tire Customer Care Team at 1 800-677-9535.

If after contacting your tire dealer or Goodyear Consumer Relations, should you have additional questions regarding this recall, you may contact the Motor Vehicle Safety Directorate, Transport Canada, 330 Sparks St., Ottawa, Ontario, K1A 0N5; or call the toll-free 1-800-333-0371; or e-mail at [mvs-sa@tc.gc.ca](mailto:mvs-sa@tc.gc.ca).

We apologize for any inconvenience this may cause you and thank you for your attention to this important matter. Your continued satisfaction is of the utmost importance to The Hercules Tire & Rubber Company.

Sincerely,

The Hercules Tire & Rubber Company

**TO BE COMPLETED BY DEALER**

Tire(s) inspected and replaced \_\_\_\_\_  
(date)

Dealer stamp or name and address

**Dealer:** Please complete the above, attach letter to the standard Warranty Return Form and return with the recalled tire(s).