

Titan announces "100-Day Promise" customer satisfaction program **Customers can return select Titan or Goodyear Farm Tires for full refund if not satisfied**

QUINCY, Ill., Feb. 14, 2017 /PRNewswire/ -- Titan International (Titan) is pleased to introduce a 100-Day Promise customer satisfaction program, effective in 2017. If not completely satisfied, the customer can return the tires to the tire dealer they were originally purchased from for a full refund. If the tires were acquired on new OEM equipment, they can be exchanged for a comparable set of Titan or Goodyear Farm Tires at no cost to the customer. Titan will pay for any associated labor for tire change-outs.

The program covers any Titan or Goodyear Farm Tire bias or radial R-1, R-1W, R-2, R-3, R-4, I-3, HF-1, HF-2, HF-3 and skid steer tires, as well as Low Sidewall Technology™ (LSW®).

"We decided to introduce this program for two reasons — first being the significant quality improvements we've made over the last few years. We are so confident in the quality of our product that we wanted to extend our previous 90-day satisfaction program to allow the customer even more time to test out the performance and durability of our tires — all with no risk," said Scott Sloan, agricultural product manager at Titan. "Secondly, we wanted to make sure our LSW tires were covered under the new program, because we know some growers may be hesitant to try new technologies. This now allows them to reap the rewards of LSW, and gives them the peace of mind that they can return them if not completely satisfied."

Titan's quality improvement efforts over the last several years include increased field-testing, centralized compound mixing for product consistency, and continued investment in research and development, which has resulted in a 75 percent* decrease in total warranty claims since 2013.

Certain program restrictions apply. For more information on the 100-Day Satisfaction Program visit titan-intl.com/100-day.

* Figure includes only agricultural tires produced in the United States.

Titan International, Inc. (NYSE: TWI), a holding company, owns subsidiaries that supply wheels, tires and assemblies for off-highway equipment used in agricultural, earthmoving/construction and consumer (including all terrain vehicles) applications. Titan Tire Corporation is one of North America's largest manufacturers of off-highway tires. Production facilities are located in Freeport, Ill.; Bryan, Ohio; and Des Moines, Iowa; which also serves as the headquarters for the tire group. The company manufactures two distinct brands — Titan and Goodyear Farm Tires — known for their quality craftsmanship, unique tread designs and excellent durability.

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