



## Press Release

**Lakeville, Ind. – January 29, 2024.** Hoosier Racing Tire announced today that it will be adding one additional compound to the National Late Model Tire (NLMT) Program for the 2024 season.

After significant discussions with their wholesale distributors, and customers at events such as PRI, Hoosier has agreed to add the NLMT2.25 compound for the upcoming season. This addition will be a harder tire than the current NLMT2 and will be specifically designed to fill the gap between the NLMT2 and NLMT3.

“Although we have been very satisfied with the NLMT concept as a whole, new programs often require small tweaks,” shared Hoosier Product Manager Shanon Rush. “Overall, our existing lineup of NLMT2, NLMT3, and NLMT4 Limited Spec Tires was great, but it was simply not comparable to our competition’s line of tires in an open competition environment. Hopefully, this tire puts our loyal customers back on a more even playing field in these markets.”

<u>Catalog #</u>	<u>Size</u>	<u>Pattern</u>	<u>T.W.</u>	<u>Dia.</u>	<u>Circ.</u>	<u>Wheel</u>	<u>New Compound</u>
36700	90.0/11.0-15	Large Cross Block	11.0"	28.5"	89.0"	12-14"	NLMT2.25
36710	92.0/11.0-15	Large Cross Block	11.0"	29.0"	92.0"	12-14"	NLMT2.25

“We were initially hesitant to alter the NLMT Program,” said Paul Menting, VP of Sales for Hoosier Racing Tire. “We still believe in the overall goals of the program, which include reducing tire consumption, carrying less inventory, enabling easier transitions between tracks and series, and strengthening the overall late model market. However, we must remain agile and adapt our programs to meet our customer’s needs in the end.”

### ***TIRES DESIGNED FOR CHAMPIONS***



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For more information on Hoosier tires, contact your nearest [Hoosier Racing Tire Distributor](#). A complete list of locations can be found at [www.hoosiertire.com](http://www.hoosiertire.com). Follow us on Facebook, X, Instagram, YouTube and LinkedIn.

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**Hoosier Racing Tire**, the largest race tire manufacturer in the world, has continually promoted passion, pride, and success in the racing industry since 1957. Based in Plymouth, Ind. their state-of-the-art facility, including a fully integrated technology and R&D center, is solely dedicated to engineering, designing, supporting, and manufacturing the over 1,000 different types of racing and high-performance tires currently produced. Instilled with the heritage of champions, Hoosier utilizes a model sales and distribution network to deliver winning results globally. Hoosier Racing Tire is a 100% subsidiary of Continental AG.

### Press contact

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### Links

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[www.hoosiertire.com](http://www.hoosiertire.com)

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