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Toyo Tires® Introduces Open Country® SxS for Outdoor Enthusiasts
Its first dedicated tire for side-by-side vehicles

CYPRESS, CA – Toyo Tire U.S.A. Corp. (Toyo Tires®) has answered the call from side-by-side enthusiasts and released their first tire dedicated to this growing market, the Toyo® Open Country® SxS. The Open Country SxS delivers performance and design features of the race-winning Open Country M/T-R in a smaller package specifically designed for side-by-side vehicles. A 32” diameter provides high ground clearance for tackling obstacles. Durable construction and advanced compounds developed through strenuous motorsports testing provide responsive off-road traction on rocky paths, muddy trails, and uneven surfaces.

Available in a 32x9.50R15 size, the Open Country SxS is a performance upgrade for sport and super sport side-by-sides such as the Polaris RZR, Can-Am Maverick, and Arctic Cat Wildcat.

Features include hook-shaped tread blocks for traction in a variety of conditions including sand, mud and rocks. A silhouette of the tread wraps onto the sidewall for extra grip, whether on extreme angles or on low traction surfaces. In addition, a bruise and abrasion-resistant sidewall compound helps to protect the tire from damage. The result is an extremely responsive and durable side-by-side tire that lets drivers power through the most rugged of terrain.

The Open Country SxS is already race-proven with a win at the 2019 National Off-Road Racing Association (NORRA) Mexican 1000 by CageWrx in the stock UTV class and an impressive performance by Team Toyo® racer Bryce Menzies in Johnson Valley, CA earlier this year.

Menzies, a winner of multiple desert and short-course races and championships, said “after testing these tires on some of the most brutal rocks in the United States, and 1000+ miles down in Baja, I’m confident these tires can handle anything I throw at them.”

Fans can expect to see other Team Toyo drivers enjoying the Open Country SxS on their personal vehicles including Andy McMillin, BJ Baldwin, Brandon Arthur, Ken Block, Kyle LeDuc, Robby Gordon, and Tavo Vildosola.

“Our staff was extremely dedicated and tenacious in developing the new Open Country SxS,” said Adrian Puente, manager of motorsports, Toyo Tire U.S.A. Corp. “This has been a dream for a long time and to finally bring the right tire to market for this ever-growing group of enthusiasts – one that will exceed their expectations and give them the upgrade in performance they desire - is very rewarding.”

Design and construction for the new Open Country SxS was inspired by the Open Country M/T-R which has left its mark on the toughest places on the planet, including the Baja Peninsula and the many routes of the Dakar® Rally. Major off-road championships include multiple SCORE-International® Off-Road Racing championships and Best In The Desert series off-road championships, as well as an XRRA™ (Xtreme Rock Racing Association) championship. Major race wins for the Open Country M/T-R include the *SCORE Baja 1000*, *SCORE Baja 500*, and the Best In The Desert *Mint 400*.

The Open Country SxS is for recreational use only, not for use on the highway or for use on light trucks or SUVs.

To learn more about the new Toyo® Open Country® SxS designed and built by Toyo Tires® exclusively for today's high-performance side-by-sides, go to toyotires.com.

About Toyo Tires®

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for more than 70 years. The company offers a full line of premium tires for nearly every vehicle including side-by-sides, light trucks, SUVs, crossovers, sports cars, luxury cars and hybrids as well as commercial trucks. Many of the tires are built in the United States at their state-of-the-art factory in Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. You can also join the Toyo Tires community on [Facebook](#), [Instagram](#), and [YouTube](#).

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