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New SmartWay[®] Verified Toyo[®] M677[™] Drive Tire Delivers Maximized Fuel Efficiency, Long Tread Life and Great Traction For Regional and Long Haul Operations

CYPRESS, CA -- Toyo Tire U.S.A. Corp. (Toyo Tires[®]) introduces the new Toyo[®] M677[™], a US EPA SmartWay[®] verified drive tire. Designed for regional and long haul operations, the new M677 is a four-groove tire built to maximize fuel efficiency while delivering excellent wear performance and great traction. These benefits combined with a competitive acquisition point make the M677 a leading value alternative tire for long haul and regional fleets.

Maximized fuel efficiency comes from lowering the rolling resistance of the tire with features such as a new silica compound that reduces energy loss during operation without sacrificing tread life. Large tread blocks and a closed, high-rigidity shoulder rib also lower rolling resistance.

Excellent wear life is the result of a wide, 28/32"-deep tread and features that promote even wear including the large tread blocks and a closed, high-rigidity shoulder rib.

The M677 features Toyo's proprietary *e-balance*[®] technology which delivers extended wear life and improved retreadability. . During the design phase, *e-balance* technology helps identify and solve for stress and irregular wear on the tire.

The Toyo M677 also delivers great traction thanks to the computer-optimized tread design with deep slits between the tread blocks. Those large tread blocks also help resist cuts and chips.

"We are excited to add the M677 to our ever expanding line of SmartWay verified, fuel-efficient products. This tire will help reduce fleet operating costs by delivering exceptional fuel economy and long wear life," said Mike Graber, senior product manager, Toyo Tire U.S.A. Corp. "It is designed to maintain great traction throughout its original tread life, prolonging the service time of the tire."

The M677 is available in four sizes to meet the demands of the regional to long haul segment: 295/75R22.5, 285/75R24.5, 11R22.5, and 11R24.5.

To learn more about the full-line of Toyo commercial tires log on to the totally redesigned www.toyotires.com/commercial.

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 70 years.

The company offers a complete selection of premium replacement tires for nearly every make and model including light trucks, SUVs, high performance cars and luxury vehicles as well as the [M-Line](#) for commercial trucks. Consumer product lines include the popular [Open Country®](#) tires for light trucks and SUVs; [Proxes®](#) ultra-high performance tires; [Versado®](#) tires for luxury passenger cars; [Celsius®](#) variable conditions tires; and the value line of [Extensa®](#) passenger car tires. Many of the tires are built in the United States at their state-of-the-art factory in Bartow County, Georgia.

For more information log onto www.toyotires.com and connect with the community at [Facebook](#), [Instagram](#), [Twitter](#) and [Google+](#).

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