

# DRIVE GROWTH THROUGH PRODUCT SCREEN OPTIMIZATION

	COMMUTER TOURING		PERFORMANCE			ALL-TERRAIN			WINTER			
	PASSENGER	SUV/CUV	TOURING	SPORT	ULTRA HIGH	ON-ROAD	ON-/OFF-ROAD	OFF-ROAD	TRAILER	PERFORMANCE	COMMUTER TOURING	SUV/LIGHT TRUCK
<b>PREMIUM</b>	Assurance Weather Ready® Assurance ComfortDrive™ <b>NEW</b>				Eagle® F1 SuperCar® 3R Eagle® F1 SuperCar® 3 <b>Sport Maxx RT™ 2</b> Eagle® Exhilarate®	Wrangler® All-Terrain Adventure with Kevlar® Wrangler® MTR® with Kevlar® Endurance®				SP Winter Sport 3P® & 4P® WinterCommand® Ultra <b>NEW</b>	Winter Maxx® 2 Winter Maxx® S18 WinterCommand®	
<b>MID-UPPER</b>	Assurance MaxLite®		Eagle® LS-2 Eagle® Sport All-Season Eagle® RS-A®			Wrangler® Sr-A® Wrangler® TrailRunner AT® Wrangler® DuraTrac® <b>LINE EXTENSIONS</b>						
<b>MID-LOWER</b>	Assurance All-Season			Signature HP								
<b>ECONOMY</b>		Kelly Edge A/S®			Kelly Edge HP®		Kelly Edge HT® Kelly Edge AT® Kelly Edge MT® <b>NEW</b>					Kelly Winter Access™
<b>OE</b>	Assurance Finesse® Assurance Fuel Max® Assurance Fuel Max®		Eagle® Touring Eagle® Sport All-Season			Wrangler® Territory HT® Wrangler® Territory AT® Wrangler® Territory MT® <b>NEW</b>						

Other Product Lines and OE Fittments: Integrity, Eagle L.S., Fortera H.L., Grandtrak, Wrangler HP & ST

Other Product Lines and OE Fittments: Eagle F1 OE Family, SP Sport, SP Sport Maxx Family, Sport Maxx Family, Sport Maxx RT Family, Sport Maxx Race Family, Eagle Entorcer Family

Other Product Lines and OE Fittments: Peace Attitude W/T, Wrangler AT, Wrangler A/S, Wrangler HT, Wrangler MT

Other Product Lines and OE Fittments: Eagle Ultra Grip Family, Eagle Ultra Grip GW-2, Eagle Ultra Grip GW-3, Eagle Entorcer Winter

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