



News Release

New ITP Versa Cross® V3 Tire Available in Seven Sizes

Franklin, Tenn. – July 15, 2020 – ITP announced today the release of the new ITP branded Versa Cross V3, a high performance, all-terrain tire. Available in seven sizes, the 8 ply radial tire is proudly made in the USA.

“With the Versa Cross V3 we upped the ante again with more channels in the lugs and an enhanced shoulder design, further improving what was already a solid all-terrain tire. The Versa Cross is now more versatile than ever,” said Rhett Turpin, Director of ITP Sales at The Carlstar Group.



“To compliment this family of tires we added core traditional sizes and expanded into 18” and 20” bead diameters for enthusiasts seeking the most in curb appeal. The new 18” and 20” offerings pair perfectly with 18” and 20” ITP Storm Series Hurricane wheels, providing the customized look and performance our customers expect,” said Todd Hinson, Powersports Product Manager at the Carlstar Group.

The Versa Cross V3 is designed for high performance UTVs. With increased sidewall strength, this tire offers superior stability and puncture protection. The reinforced belts provide increased traction and puncture resistance while the additional channel cuts in the tread increase biting edges to aid traction on slick rock and in wet, muddy conditions. The “Tough Tread” rubber compound protects against cuts, chips and tread wear.

The Versa Cross V3 tire is available in sizes ranging in 28-35 inches in diameter with an MSRP of \$197-\$232.

About ITP

Since 1982, ITP has been the world's #1 ATV/UTV aftermarket tire and wheel source. The premier ITP products are developed utilizing an experienced staff of engineers, designers and technicians at its two American tire facilities in Clinton, Tennessee, and Jackson, Tennessee, to develop award-winning tire-and-wheel designs for virtually all ATVs and side-by-side vehicles. Numerous outlets distribute ITP tires across the United States and in more than 25 countries worldwide. ITP is a registered trademark of The Carlstar Group, LLC. Tech questions call: 1-909-390-1905. Visit: www.itptires.com

About The Carlstar Group

The Carlstar Group is headquartered in Franklin, Tennessee and is a global manufacturer of original equipment and aftermarket specialty tires and wheels for the agriculture, construction, outdoor power equipment, powersports, high speed trailer and manual markets. The diverse portfolio of solutions are offered under several leading brands including Carlisle® tires and wheels, ITP® tires and wheels, as well as Cragar®, Black Rock® and Unique® wheels and Marastar® manual tires. The Carlstar Group employs over 3400 associates in 17 facilities located in 4 countries. The Carlstar Group has a culture of converting great ideas into advanced products and has created a legacy of excellence in product innovation, quality, and customer service. For more about The Carlstar Group, visit www.carlstargroup.com