



OTR Unveils New Branding at CONEXPO-CON/AGG 2023

ROME, Ga. – OTR Wheel Engineering, Inc. (OTR) is officially unveiling new branding at CONEXPO-CON-AGG 2023. This includes the new trade name, or DBA, of “OTR Engineered Solutions,” as well as a new logo, tagline, website, and other branding elements that are being rolled out to better reflect OTR’s full capabilities, which have expanded with the company’s growth into a global solutions provider.

Founded in 1987 to provide off-the-road wheels and tires to OEMs and the aftermarket, OTR’s vast tire portfolio includes bias, radial, semi-pneumatic, non-marking, and airless tires. As the company’s product line grew, OTR began providing value-added services for dealers and OEMs. These include product development, sourcing, warehousing, tire mounting, foam filling, flat proofing, wheel inspection, certification, and subassembly, as well as other customized solutions.

“Thanks to our history of innovation, OTR today has much more to offer beyond wheels and tires,” said John Major, Director of Marketing. “We’re a true partner in the off-the-road market with 34 facilities located across North America, Europe, and Asia to better serve our customers and make their lives easier. Given the evolution of our company, we felt the OTR Engineered Solutions name and new branding elements better encompass our full capabilities.”

To complement the branding update, OTR has introduced the tagline, Roll More™. Major said, “Our success is credited not only to the innovative products we offer, but also the unmatched level of service and support we provide. From design and engineering to manufacturing and logistics, we’re driven to help customers ‘Roll More.’”

OTR Wheel Engineering, Inc. is a market-leading global enterprise specializing in off-the-road mobility solutions for original equipment manufacturers (OEMs) and aftermarkets. Known for market-leading tire and wheel innovations, OTR also provides value-added services such as warehousing, tire mounting, and sequencing. The firm has long established strategic partnerships with OEMs covering Construction, Lawn

& Garden, Powersports, Agriculture, Forestry, Mining, Material Handling, and Specialty Vehicle markets. OTR's infrastructure comprises 34 manufacturing facilities and warehouse locations throughout the U.S., Canada, Europe, and Asia, serving customers globally. For more information, visit <http://www.otrwheel.com>.

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