



THE FUTURE OF CUSTOM TIRE DESIGN IS HERE

TreadIQ™ by OTR Engineered Solutions blends decades of engineering expertise with the power of AI to create a paradigm shift in the way tires are designed. This unique technology, developed and used by OTR engineers, enables our customers to collaborate with us in real time to create unique tread concepts which stand out aesthetically, achieve performance targets, and are release ready in days vs. months. It's not just faster — **it's a smarter way to design.**



How It Works



START WITH YOUR VISION

Share requirements or reference tires you admire.

DESIGN IN REAL TIME

In a collaborative workshop led by our OTR engineers, use TreadIQ to instantly visualize and refine concepts.

EVALUATE SMARTER

See instant comparison analyses on traction, ride comfort, durability, and cost vs. existing products.

PROTOTYPE QUICKLY

Frozen designs advance to full-size prototypes and confirmation testing in weeks, not months.



Why It Matters

- **Rapid Concept Development:** Transform requirements to robust design concepts in a day; full size, additive manufactured 3D visual prototypes in just 2 weeks.
- **Smarter Trade-Offs:** Live cost, performance, and durability analysis helps you choose with confidence.
- **Custom Engineering at Scale:** Create tailored tread patterns, place logos, and incorporate unique performance requirements for any equipment category.
- **Global & Mobile:** OTR's AI-enabled design studio comes to you — onsite or online.



Built on Proven Expertise

TreadIQ combines decades of OTR engineering experience with the speed of AI. Each concept is engineered for performance and manufacturability, then validated through OTR's in-house modeling and prototyping capabilities. The result: custom tires that are faster to market, smarter by design, and backed by industry expertise and insight.



From Idea to Reality — Faster, Smarter, Custom.

See your custom tire come to life in real time.

Scan the QR code or visit otrwheel.com/treadiq to request an AI Design Workshop.



**Making Customers'
Lives Easier®**