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A New Era in Tire Design: OTR Unveils TreadIQ™ AI Technology at Equip Expo 2025

LOUISVILLE – A process that once took months in off-the-road tire design can now be completed in a single day, thanks to [OTR Engineered Solutions' \(OTR\)](#) new AI-powered [TreadIQ™](#) platform. Officially launched during the Equip Expo 2025 show in Louisville, this new AI tool empowers OTR engineers in designing custom off-the-road tires and tread patterns for OEMs and distributors. Powered by the company's decades of expertise in off-the-road tire engineering, this innovative tool helps significantly reduce time to market by helping engineers and customers finalize a tire concept in as little as one day.

With TreadIQ, OTR's engineers can input customer preferences for tread styling and performance, and the system will instantly generate functional 3D tire concepts. This capability makes customization much easier and more efficient than previously possible.

"TreadIQ is truly the first of its kind in the off-the-road tire and track market," said Patrick Sexton, Global Vice President of Engineering and Innovation. "We've eliminated the back-and-forth design churn, and now a process that used to take months can be done in a day. It's a total game changer."

In addition to creating 3D models, TreadIQ produces detailed trade-off analyses, allowing OTR engineers and customers to compare performance features of the various tread patterns generated. The tool assesses traction, ride quality, handling, and multiple other characteristics, helping customers decide on a concept that meets their needs for both aesthetics and performance. Customers can even see how their proprietary branding fits on tire models in real time.

"In today's world, AI is a term that can spark both excitement and apprehension," Sexton adds. "Our vision is one that is empowering both our engineers and our customers. We aren't replacing human creativity with computer modeling; we're enhancing and expanding how far it can go and, as a result, what we as a company can produce."

OEMs and distributors that wish to use this service can request an in-person workshop. Thanks to OTR's global network and the mobile capabilities of TreadIQ, engineers can meet on-site with customers around the world to collaborate on tire design, helping lead to quick decisions. Online workshops can

also be arranged if an on-site meeting is not feasible. After a design concept is frozen in these meetings, OTR's engineers can then produce a full-sized 3D-printed prototype, perform confirmation testing, and work quickly to advance the process toward full production.

OTR Engineered Solutions is a market-leading global enterprise specializing in off-the-road tire, wheel, and track solutions for original equipment manufacturers (OEMs) and aftermarkets. Known for being an innovator in multiple off-the-road applications, OTR differentiates itself by providing value-added services such as warehousing, tire mounting, and sequencing, among other things. 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 30+ facilities and warehouse locations throughout the U.S., Canada, Europe, and Asia, serving customers globally.

For more information, visit www.otrwheel.com/treadiq.

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