



BFGOODRICH ALL-TERRAIN T/A KO3 TIRE

LEGENDARY TOUGHNESS
MADE TOUGHER



Treadwear Engineered to Endure

We engineered the BFGoodrich All-Terrain T/A KO3 tire with a new tread pattern and new all-terrain tread compound to provide durability and longevity, even on gravel. The tire has an optimized footprint and full-depth locking 3D sipes designed for even wear over the long haul.

Wear Performance

- ▶ **New All-Terrain Tread Compound**
Formulated to deliver longevity on road and in grueling off road conditions.
- ▶ **Optimized Footprint Shape**
Designed to evenly distribute stress, for long and uniform wear both on and off-road.
- ▶ **Full Depth Locking 3-D Sipes**
Engineered to increase tread block stability, for even wear over the long haul.



Toughness Built to Overcome

Our CoreGard Technology, developed for racing in Baja, gives the BFGoodrich All-Terrain T/A KO3 tire excellent sidewall toughness. And the Advanced Deflection Design helps prevent sticks and stones from snagging and splitting the sidewall.

Sidewall Toughness

- ▶ **CoreGard Technology**
Split & bruise resistant sidewall rubber, derived from BFGoodrich's race proven Baja T/A KR3 tire.
- ▶ **CoreGard Technology**
Advanced Deflection Design helps deflect protruding objects from snagging & splitting the sidewall.
- ▶ **CoreGard Technology**
Extended shoulder rubber down the sidewall designed to protect more of the critical sidewall failure zone.

Gravel Durability

- ▶ **New All-Terrain Tread Compound**
Formulated to deliver longevity on road and in grueling off-road conditions.
- ▶ **Optimized Footprint Shape**
Designed to evenly distribute stress, for long and uniform wear both on and off-road.



Traction Designed to Do It All

Even in the worst of conditions, the BFGoodrich All-Terrain T/A KO3 tire is made to grip. The serrated shoulder design and mud-phobic bars improve upon the KO2 tire's legendary mud and snow traction.

Snow & Mud Traction

- ▶ **Updated Serrated Shoulder Design & Mud Phobic Bars**
Engineered to improve mud and snow traction.
- ▶ **Interlocking Tread Elements**
Designed to maximize handling and traction on- and off-road by stabilizing the tread center and providing biting edges for off-road traction.
- ▶ **Full Depth 3D Locking Sipes & Snow/Mud Notches**
Engineered to improve mud and snow traction.
- ▶ **Severe Snow Rated**
All new All-Terrain tread compound and full depth 3D sipes allow the KO3 tire to be branded with the three-peak mountain snowflake symbol.



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BFGoodrich
Tires

WHAT ARE YOU BUILDING FOR?



KO3

BFGOODRICH
ALL-TERRAIN T/A KO3 TIRE

Why the KO3 tire?... And Why Now?

10 years since the KO2 tire launch... **competition has intensified & technology has continued to evolve**

- ▶ All-Terrain space is **getting crowded** with lots of copycats in look and message.
- ▶ The KO2 tire is a strong offer, but **performance and price margin are narrowing** vs. competitive offers.
- ▶ Competitors are **breaking through** the clutter and connecting with consumers in creative ways.



May: 13 Sizes

August: 17 Sizes

October: 5 Sizes

R16	R17	R18	R20	R22
305/70R16	285/70R17	285/65R18	295/55R20	265/60R22*
315/75R16	265/70R17	265/70R18	325/60R20F	325/50R22F*
285/75R16	275/70R17	275/70R18	305/55R20F	305/55R22F*
265/75R16	295/70R17	305/65R18F	275/65R20	275/50R22*
295/75R16	315/70R17F	305/70R18F	295/60R20	295/55R22*
	305/70R17F*	295/70R18	285/60R20	
	285/75R17	325/65R18F	285/65R20	
		285/70R18*	295/65R20	
		285/75R18*		
		275/65R18		

* NEW SIZES!



50,000-Mile manufacturers treadwear limited warranty across all replacement sizes.*



60-Day Satisfaction Guarantee*

We're confident you'll love your new All-Terrain T/A KO3 replacement tires. So confident, that we back your purchase with a 60-Day Satisfaction Guarantee. If you're not 100% satisfied with your new tires, just bring the tires and original sales receipt back the place where you bought the tires within 60 days of your purchase, and we will gladly exchange them for a new set of tires of equal or lesser value.



Severe Snow Rated Tire*

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Tires