



BFGOODRICH ALL-TERRAIN T/A KO3 TIRE



Why did BFGoodrich develop the All-Terrain T/A KO3 tire?

Building on the outstanding performance of the BFGoodrich All-Terrain T/A KO2 tire, BFGoodrich developed the KO3 tire to satisfy the evolving needs of off-road consumers by incorporating the latest tire technologies into a tire that delivers even stronger performance and benefits than the KO2 tire.

What are the benefits of the new BFGoodrich All-Terrain KO3 tire compared to the KO2 tire?

The BFGoodrich All-Terrain T/A KO3 tire has improved wear, improved gravel road durability, and improved snow traction while maintaining the sidewall toughness and soft soil traction of the KO2 tire. Legendary Toughness Made Tougher.

Treadwear: Engineered to Endure.

Formulated to deliver longevity on road and in grueling off road conditions.

Toughness: Built to Overcome.

Extended shoulder rubber down the sidewall designed to protect more of the critical sidewall failure zone.

Traction: Designed to Do It All.

Engineered to improve mud and snow traction.

When does this product launch in 2024? When will KO3 tires be available to buy?

The BFGoodrich All-Terrain T/A KO3 tire will introduce a total of 111 sizes, over 24 months, beginning in May 2024. In 2024, 35 sizes will launch in three phases: May: 13 sizes, August: 17 sizes and October: 5 sizes. (See information below for details on specific sizes and timing.)

Will there be any F-load rated KO3 tire sizes available to buy in 2024?

Yes. There will be 9 F-load rated sizes available to buy in 2024. (See information below for details on specific sizes and timing.)

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!

When is the KO3 tire going to be available in more sizes?

New KO3 tire sizes will continue to be introduced with 52 additional sizes available in 2025 and the final 19 sizes in 2026.

What products will be phased out?

Comparable All-Terrain KO2 tire sizes will be phased-out as the All-Terrain KO3 tire sizes become available.

My size isn't available now in KO3 tires. Should I wait for the KO3 tire?

No. KO3 tires will only be available starting in Spring 2024 in select sizes. If your vehicle doesn't accept one of these sizes, then we recommend that you purchase KO2 tires.

Why aren't all KO3 tire sizes available to buy at the same time?

The introduction of the KO3 tire will bring a huge volume of new tires into the marketplace, so BFGoodrich is taking the appropriate time needed to make sure we launch the KO3 tire with excellence. A phased approach ensures BFGoodrich can deliver the highest quality product with the highest service levels.

Where are KO3 tires available to buy?

The tires will be available after their launch date through select tire dealers. Please visit BFGoodrich.com to find a tire dealer in your area.

Where are KO3 tires produced?

Most BFGoodrich All-Terrain T/A KO3 tires sold in North America are manufactured in Fort Wayne, IN and Tuscaloosa, AL. A few skus will be made at our Michelin / BFGoodrich plant in Thailand and our Michelin / BFGoodrich plant in Brazil.

Given supply challenges over the past year, how does BFGoodrich expect to deliver a reasonable fill rate on this new product produced in the same plants?

We have activated all available capacity to address current demand in addition to prioritizing LT and high rim diameter lines in the North American market. All of these initiatives are working to ensure product availability of our BFGoodrich offers including the BFGoodrich All-Terrain T/A KO3 tire.

What are the key differences between the All-Terrain KO3, BFGoodrich Mud-Terrain KM3 and the BFGoodrich HD-Terrain KT tires?

While all three tires are appropriate for off-road use, the HDT KT tire is purpose built for heavy duty trucks and commercial use, the KM3 tire is designed for extreme recreational use while the KO3 tire is the most versatile in the Terrain Family portfolio and includes a 50k mileage warranty. The KO3 tire also has the 3PMSF severe snow rating. Consumers and fleets that prioritize 3PMSF and winter traction over extreme chip and tear performance should choose the KO3 tire.



WHAT ARE YOU BUILDING FOR?



KO3

**BFGOODRICH
ALL-TERRAIN T/A KO3 TIRE**

Is there a standard manufacturer's limited warranty on the All-Terrain T/A KO3 tire?

Yes. All BFGoodrich tires have a Standard Manufacturer's Limited Warranty which covers defects in workmanship and materials for the life of the original usable tread, or for 6 years from date of purchase, whichever occurs first. See warranty for details.

Will there be a product warranty on KO3 tires?

Yes. The standard warranty applies to all replacement tires purchased plus a mileage warranty. Mileage warranty = 50,000 miles or 80,000 km. For more warranty information please call BFGoodrich at 1-877-788-8899 or visit www.bfgoodrichtires.com.

How does the BFGoodrich 60-day consumer satisfaction guarantee work?

We're confident you'll love your new BFGoodrich All-Terrain T/A KO3 replacement tires. So confident, in fact, 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 to the place of tire purchase within 60 days, and we will gladly exchange them for a new set of BFGoodrich tires of equal or lesser value.

Is this product 3PMSF rated for snow?

Yes, the KO3 tire is 3PMSF/Severe Snow Rated.

Will the same size KO2 tire be mixable with the KO3 tire?

We do not recommend mixing KO2 tires and KO3 tires on the same vehicle.

Will the KO3 tire line have a rim protector?

No. We have learned over the years from testing our tires off-road that small rocks will wedge between the rim protector and the wheel, which damages both the wheel and the tire. We do not utilize a rim protector for this reason.

It looks like there is less void in the center tread area of the KO3 tire compared to the KO2 tire. Does the KO3 tire have less soft soil traction because of this?

While the KO3 tire has less void in the center tread area compared to the KO2 tire, the soft soil traction of the KO3 tire is equal to that of the KO2 tire. The upgraded serrated shoulder of the KO3 tire was designed to combat any potential compromises associated with less tread void.

Because there is less void, does that mean the KO3 tire is quieter than the KO2 tire?

For the KO2 tire and the KO3 tire we used our proprietary noise software to arrange the tread pattern in a way that minimizes the noise signature for both tires.

What are the KO3 tire sizes that were introduced on GM and Ford Vehicles in 2023?

The KO3 tire was introduced on the GM 2500 (LT275/65R20 LRE) and Ford Raptor Ranger (LT285/70R17 LRC) as OE fitments in 2023.

Are the KO3 tires that come OE on GM & Ford now available to buy?

GM OE KO3 tires were available to buy March 2023.
Ford OE KO3 tires were available to buy June 2023.

What are the differences between the KO3 tire and the OE KO3 tire?

The KO3 tire is primarily designed for the replacement market with a few SKUs that are tuned for original equipment specifications. The original equipment versions of the KO3 tire follow the same trend of being tuned for the original equipment specifications while maintaining the toughness, traction, and tread life DNA of the KO3 tire line.

Will the KO3 tire be an OE fitment on any other vehicles?

Due to contractual requirements, we are under legal obligation not to discuss anything related to vehicle partnerships.

What is BFGoodrich doing to create awareness and consumer demand for the KO3 tire?

We have a comprehensive communications campaign geared towards driving awareness and purchase consideration for All-Terrain T/A KO3 tires, including paid media, in-market events and retail promotional features.

Whom can I contact if I have questions about the KO3 tire?

Consumer: Please call our Consumer Care team at 1-877-788-8899 or visit BFGoodrichtires.com.

Dealer: Please contact your BFGoodrich Account Manager.





BFGoodrich Performance Results: KO3 Tire versus KO2 Tire

Benefit		Tag	WOW Claims	RTB
Treadwear	Wear Performance	Engineered to Endure	The BFGoodrich All-Terrain T/A KO3 tire has better wear performance than the BFGoodrich All-Terrain T/A KO2 tire.	<p>New All-Terrain Tread Compound Formulated to deliver longevity on road and in grueling off road conditions.</p> <p>Optimized Footprint Shape Designed to evenly distribute stress, for long and uniform wear both on and off-road.</p> <p>Full Depth Locking 3-D Sipes Engineered to increase tread block stability, for even wear over the long haul.</p>
				<p>New All-Terrain Tread Compound Formulated to deliver longevity on road and in grueling off road conditions.</p> <p>Optimized Footprint Shape Designed to evenly distribute stress, for long and uniform wear both on and off-road.</p>
Toughness	Gravel Durability	Built to Overcome	The new tread pattern design and new all-terrain tread compound with the BFGoodrich All-Terrain T/A KO3 tire provides better gravel road durability than the BFGoodrich All-Terrain T/A KO2 tire.	<p>Updated Serrated Shoulder Design & Mud Phobic Bars Engineered to improve mud and snow traction.</p> <p>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.</p> <p>Full Depth 3D Locking Sipes & Snow/Mud Notches Engineered to improve mud and snow traction.</p> <p>Severe Snow Rated All new All-Terrain tread compound and full depth 3D sipes allows the KO3 tire to be branded with the three-peak mountain snowflake symbol.</p>
				<p>Updated Serrated Shoulder Design & Mud Phobic Bars Engineered to improve mud and snow traction.</p> <p>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.</p> <p>Full Depth 3D Locking Sipes & Snow/Mud Notches Engineered to improve mud and snow traction.</p> <p>Severe Snow Rated All new All-Terrain tread compound and full depth 3D sipes allows the KO3 tire to be branded with the three-peak mountain snowflake symbol.</p>
Traction	Snow Traction	Designed to Do It All	The new tread pattern design and new all-terrain tread compound with the BFGoodrich All-Terrain T/A KO3 tire provides better snow traction than the BFGoodrich All-Terrain T/A KO2 tire.	<p>Updated Serrated Shoulder Design & Mud Phobic Bars Engineered to improve mud and snow traction.</p> <p>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.</p> <p>Full Depth 3D Locking Sipes & Snow/Mud Notches Engineered to improve mud and snow traction.</p> <p>Severe Snow Rated All new All-Terrain tread compound and full depth 3D sipes allows the KO3 tire to be branded with the three-peak mountain snowflake symbol.</p>
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KO3

BFGoodrich
Tires

WHAT ARE YOU BUILDING FOR?

BFGoodrich Performance Results: KO3 Tire versus the Competition

Benefit		Tag	WOW Claims	RTB
Treadwear	Wear Performance	Engineered to Endure	The BFGoodrich All-Terrain T/A KO3 tire has better wear performance than three-peak mountain snowflake (3PMSF) branded competitors. ¹	<p>New All-Terrain Tread Compound Formulated to deliver longevity on road and in grueling off road conditions.</p> <p>Optimized Footprint Shape Designed to evenly distribute stress, for long and uniform wear both on and off-road.</p> <p>Full Depth Locking 3-D Sipes Engineered to increase tread block stability, for even wear over the long haul.</p>
			Toughness	Sidewall Toughness
Toughness	Gravel Durability	Built to Overcome		<p>The BFGoodrich All-Terrain T/A KO3 tire provides better gravel road durability than three-peak mountain snowflake (3PMSF) branded competitors.⁴</p> <p>The BFGoodrich All-Terrain T/A KO3 tire provides better gravel road durability than the competition.⁵</p>
		Traction	Snow Traction	Designed to Do It All
Mud Traction	<p>The BFGoodrich All-Terrain T/A KO3 tire has better mud traction than the competition.^{8,9}</p>			

¹ Based on internal treadwear testing using the BFGoodrich All-Terrain T/A KO3 tire in size LT265/70R17 LRC 112/109S, Falken Wildpeak A/T3W tire, General Tire Grabber™ AT3 tire, Pirelli Scorpion™ All Terrain Plus tire, and Toyo Open Country A/T III tire in size 265/70R17 115T. Actual results may vary.

² Based on internal sidewall durability testing that simulates sidewall damage found with off-road usage, using the BFGoodrich All-Terrain T/A KO3 tire, Falken Wildpeak A/T3W tire, General Tire Grabber A/TX tire, Toyo Open Country A/T III tire, in size LT265/70R17 LRE. No tire is indestructible yet. An impact can cause a tire to fail, resulting in serious injury or death. Actual results may vary.

³ Based on internal sidewall durability testing that simulates sidewall damage found with off-road usage, using the BFGoodrich All-Terrain T/A KO3 tire in size LT265/70R17 LRC 112/109S, Falken Wildpeak A/T3W tire, General Tire Grabber AT3 tire, Pirelli Scorpion All Terrain Plus tire, and Toyo Open Country A/T III tire in size 265/70R17 115T. No tire is indestructible yet. An impact can cause a tire to fail, resulting in serious injury or death. Actual results may vary.

⁴ Based on internal gravel cut & chip testing, using the BFGoodrich All-Terrain T/A KO3 tire, Falken Wildpeak A/T3W tire, General Tire Grabber A/TX tire, and Toyo Open Country A/T III tire in size LT265/70R17 LRE. Actual results may vary.

⁵ Based on internal gravel cut & chip testing, using the BFGoodrich All-Terrain T/A KO3 tire in size LT265/70R17 LRC 112/109S, Falken Wildpeak A/T3W tire, General Tire Grabber AT3 tire, and Pirelli Scorpion All Terrain Plus tire in size 265/70R17 115T. Actual results may vary.

⁶ Based on third-party snow traction tests using ASTM Test Method F1805, using the BFGoodrich All-Terrain T/A KO3 tire, Falken Wildpeak A/T3W tire, General Tire Grabber A/TX tire, and Toyo Open Country A/T III tire in size LT265/70R17 LRE. Actual results may vary.

⁷ Based on third-party snow traction tests using ASTM Test Method F1805, using the BFGoodrich All-Terrain T/A KO3 tire in size LT265/70R17 LRC 112/109S, Falken Wildpeak A/T3W tire, General Tire Grabber AT3 tire, Pirelli Scorpion All Terrain Plus tire, and Toyo Open Country A/T III tire in size 265/70R17 115T. Actual results may vary.

⁸ Based on internal mud traction testing, using the BFGoodrich All-Terrain T/A KO3 tire, Falken Wildpeak A/T3W tire, General Tire Grabber A/TX tire, and Toyo Open Country A/T III tire in size LT265/70R17 LRE. Actual results may vary.

⁹ Based on internal mud traction testing, using the BFGoodrich All-Terrain T/A KO3 tire in size LT265/70R17 LRC 112/109S, Falken Wildpeak A/T3W tire, General Tire Grabber AT3 tire, Pirelli Scorpion All Terrain Plus tire, and Toyo Open Country A/T III tire in size 265/70R17 115T. Actual results may vary.

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