Editorial Inquiries Below

CONTACT INFORMATION:
Tony Gonzalez
Cosmo Tires
305-455-5517
tonygonzalez@tiregroup.com

RELEASE DATE:
10/12/2026

For Immediate Release

Tire Group International and Aztema Announce Exclusive Agreement for Nobhex Tires

[MIAMI, FL] *— Tire Group International, LLC (TGI) has entered into an exclusive agreement with Aztema to represent and distribute the Nobhex Tire brand throughout Florida, Oregon and Washington State.*

Nobhex is manufactured by Aztema at its modern manufacturing facility in Irapuato, Guanajuato, Mexico. Under the agreement, TGI will serve as the exclusive distributor of Nobhex Tires within these three key U.S. markets, combining Aztema's manufacturing capabilities with TGI's established distribution network, market experience and customer relationships.

For both companies, the agreement is centered on establishing Nobhex as a meaningful long-term brand rather than simply introducing another tire into the market.

"There is no shortage of tires in the marketplace. What excites us about Nobhex is the opportunity to build a brand that has real value throughout the distribution chain," said Joaquin Gonzalez, President of Tire Group International. "For a brand to be successful, the manufacturer, distributor and dealer all need an opportunity to succeed with it. Our focus in Florida, Oregon and Washington will be on disciplined distribution, strong support and creating a brand our customers can believe in and grow with."

Nobhex offers a broad portfolio of passenger, SUV and light truck tires designed to compete across a variety of key market segments.

"From the beginning, our vision for Nobhex has been to create more than a tire , we want to establish a brand with long-term value," said Gonzalo Santamarina, Shareholder of Aztema. "TGI understands that philosophy. Their experience, customer relationships

and approach to distribution make them an ideal partner as we continue building Nobhex in the marketplace."

The agreement reflects TGI's continued strategy of selectively adding brands that complement its portfolio and provide sustainable opportunities for its customers. The exclusive territories of Florida, Oregon and Washington align with TGI's established distribution footprint and provide a strong foundation for the continued development of the Nobhex brand.

About Tire Group International

Tire Group International (TGI) is a global distributor of quality tires with a strong focus on the United States market, offering passenger, light truck, truck, industrial, agricultural, and off-road tires and tubes. TGI's 34 years of success are built on first-class customer service, high-quality products, and extensive experience in international trade. The company's slogan, "Selling Happiness Since 1992," guides every aspect of its business. From product selection to customer service, TGI operates as one team and one network, dedicated to exceeding customers' expectations at every step of the process.

About Aztema:

Aztema (SL & TD Tire Manufacturing SAPI de CV) is a Mexico-based tire manufacturer and part of Tire Direct Group. Based in Irapuato, Guanajuato, Aztema combines modern manufacturing technology with decades of tire-industry experience to serve Mexico and international markets.