



## TRUSTED TIRE PICKS FROM HLC'S PREMIUM PORTFOLIO

# TREAD & TRUE

We asked our team to nominate their favorite tire options across gravel, road, and mountain riding. We've curated a list to help you confidently recommend the right tire for every customer and every terrain. Backed by our team's feedback about the trusted brands we distribute, this guide highlights the tires that deliver the best grip, speed, durability, and rider satisfaction. Consider it a quick reference for stocking your shop with tires you and your riders can count on.

## Gravel

Gravel demands versatility. From smooth hardpack to loose rock and everything in between, these tires balance speed, grip, and comfort. They're built to adapt to unpredictable surfaces and keep riders rolling strong, no matter where the route leads.



### Cinturato Gravel H

“The Pirelli Cinturato Gravel H tire truly shines on hardpack and pavement, offering an incredibly fast and efficient ride that makes mixed-surface routes a joy. Its SpeedGRIP compound delivers reliable traction in dry conditions, and I've been pleasantly surprised by its consistent puncture protection, making it a dependable choice for long adventures.”

— Justin, Customer Experience Agent



### Terreno T50

“With hundreds of miles of forest service roads and single track, my area demands a versatile tire owing to the mix of clay-packed soil in some areas, and loose, sandy gravel in others. There's always an embedded rock or tree root to spice things up on the gravel bike. This tire transformed my ride, giving me confidence on steeper sections, and has just the right amount of grip for corners – even with the unpredictable slip of the dirt here.”

— Molly, Product Manager



### Gravel King SK

“These Panaracers have been completely trouble free mounted up on my cross bike for commuting and gravel use. The short knobs give great traction when loaded up to try to kick up a little techy section and really don't detract from rolling resistance while on the road. If I ever wanted to scoot through the local park trails, I have enough traction and support to do so. The TuffTex casing and tubeless setup have never failed and provided thousands of miles of puncture free riding.”

— Bill, Sales Representative

# Road

On the road, performance is everything. These tires deliver the perfect blend of low rolling resistance, confident grip, and reliable durability—so riders can push harder on climbs, corner sharper on descents, and enjoy smooth miles day after day.



**P-Zero Race TLR**  
700x35c

“As a road tire, these leave little to be desired. I ride a slightly larger size than what’s considered “optimal” for pure speed, but the added volume makes a noticeable difference on the rougher roads in my area, keeping the ride smooth and comfortable. The tires themselves have great grip, especially living in the mountains and needing to rely on them to push down long descents with a lot of switchbacks. **Added bonus- the yellow hot patch on the side of the tire gives a 5 watt boost on looks alone.**”

— Nick, Marketing Coordinator



**Pro5 TLR**  
700x30c

“I have ridden every version of Michelin Pro Series tires over the years; and even though I try other brands, I keep coming back to the newest version of this tire. Michelin has massive resources to develop auto and motorcycle tires—and those technologies allow them to be innovators with bicycle tire casings and rubber compounds. The Pro 4 was great, the Pro 5 is amazing—fast, supple ride quality, a 30c offering at just over 300 grams... what more could you want? They offer widths for performance in whatever road conditions you ride—28c, 30c, 32c, and 35c.”

— Matt, Director of Sales



**SCHWALBE<sup>®</sup>**  
**Marathon Mondial**  
700x47c

“I absolutely love the Schwalbe Marathon Mondial 700x47C on my commute/touring bicycle for all my errands/shopping around town, fishing rides, and pub crawls—it’s perfect. Its incredibly robust design and special rubber compound make it super durable, ensuring a worry-free and supple ride across diverse roads conditions and paths. With its reliable puncture protection, I can count on consistent, confident rolling performance every time I head out, without worrying about flats. **Really enjoying them. This explains why my car has only clocked less than 600 miles this year!**”

— Jose, Customer Experience Team

# Mountain

When the trail gets rough, the right tire makes all the difference. Our mountain bike selections focus on traction, durability, and control—so riders can corner harder, climb with confidence, and descend with speed. These are the tires we trust to handle the toughest terrain.



## Wild Enduro 2.35

“I started rolling on these aggressive tires in NorCal, where the local trail network had a wide variety of surfaces - everything from luscious loam under the redwoods to chunky, sharp volcanic rock gardens on some of the fast descents. These meaty Michelins handle pretty much everything with confidence, even if they are a bit overkill in the Upper Midwest. The tread patterns are unique and specific to the front and rear. The corner lugs upfront have a solid base beneath the grippy outer rubber, so they don't squirm under hard cornering, while the lower-profile knobs out back deliver great traction under pedaling or hard-braking.”

— Chris, Sales Representative



## SCHWALBE<sup>®</sup> Tacky Chan

“Perfect grip. Perfect name. Honestly, I LOVE this tire combination for my area. Loose, rocky, terrible corners... the trails here are less than optimized for bikes. This tire changes that dynamic and gives phenomenal cornering support with tall, stable side knobs and ideal center knobs with ramps. Even on our steeper trails with boney rock gardens, the Tacky Chan provides precise grip and never slips. **To put it plainly, the perfect tire for an aggressive trail rider, or even a newbie looking for every ounce of confidence. This tire will not be what holds you back.**”

— Molly, Product Manager



## MAXXIS<sup>®</sup> Assegai 29"x2.50

“Tried and true! Designed for Greg Minnaar, and if it's good enough for the GOAT then it's good enough for my rides. I run the Assegai as a front tire since its tread pattern provides all the grip you could ever want, even in super dry “moondust” summer conditions. If you've ridden in Golden, (or seen the Psychosis segment in “Seasons”) you know that Mount 7 provides un-remitting steep, rough, and loose terrain which requires a tire that can reliably track in the direction you want it to. With 3C MaxxGrip & Double Down casing, this tire checks all the boxes for my enduro riding, shuttles, and bike park days, where I find grip and durability are non-negotiable.”

— Maggie, Product Manager