

**Product Bulletin**  
**03/14/23**



**Hoosier Launches New “SS1” Compound for Formula Atlantics in 2023!**

LAKEVILLE, IN – Hoosier is proud to usher in a new era of radials for Formula Atlantic (FA) competition. The new radials are fitted with a softer, higher performing “SS1” compound that has a durometer 5 points softer than the previous S compound. The new rubber formula improves initial warm-up and has an increase in overall peak lateral grip. This compound also works more favorably in conditions below 70°F (20°C). The construction of the new FA radials has also been modified resulting in a more compliant feel that enhances stability/grip under braking and in high-speed sections.

The rear tire has now been aesthetically refreshed for 2023 to have a more modern appearance and profile that mimics the changes that were performed to the front tire in 2022. The new FA tires will also bear a new Euro-Metric size designation to align with global markets.

| Item Number | Tire Size  | Application | Tread Width | Approx. Dia | Approx. Circ | Measured Rim | Section Width | Compound |
|-------------|------------|-------------|-------------|-------------|--------------|--------------|---------------|----------|
| 43570       | 240/580R15 | FA Front    | 9.4”        | 22.9”       | 72”          | 10”          | 10.7          | SS1      |
| 43578       | 330/620R15 | FA Rear     | 13.5”       | 24.5”       | 76.5”        | 14”          | 14.8”         | SS1      |

The new “SS1” radials are expected to be in stock on March 20th. For more information or to place an order, please contact your nearest Hoosier Racing Tire Distributor. A complete list of locations can be found on our website, [www.hoosiertire.com](http://www.hoosiertire.com).