

## Die-Hard Celebrates its 50<sup>th</sup> Anniversary with Product Launch on Amazon.com

Hoffman Estates, IL; December 14, 2017 – The Die-Hard brand announced today that it is celebrating 50 years of trusted performance with the launch of Die-Hard products on Amazon.com. Starting today an assortment of Die-Hard jumper cables, battery chargers and maintainers are available for purchase at [www.amazon.com/diehard](http://www.amazon.com/diehard).

**Jump starters:** An assortment of portable power products that meet the performance needs of batteries. These include the Die-Hard compact lithium jump starter + phone charger, which can top off a phone's charge and even jump start a 6-cylinder engine.

**Vehicle battery chargers and maintainers:** A selection of compact shelf chargers and high-powered wheel chargers are available. These include the Wi-Fi enabled Die-Hard smart charger and maintainer, which allows users to check and charge their battery from a smart device, providing convenience and peace of mind.

Passenger car tires and automotive batteries will be added to Amazon.com in early 2018.

**Die-Hard Advanced Gold Absorbed Glass Mat (AGM) batteries:** The non-spillable batteries are designed to provide greater maintenance-free reliability and performance during severe weather such as snow, extreme cold, sleet, rain and heat. The battery is also specifically designed to power today's vehicles, which draw more energy for start/stop ignitions and accessories, such as onboard DVD, navigation systems and back-up cameras.

**Passenger tires:** Finally, a tire that lives up to its name. Die-Hard Silver Touring All-Season tires are engineered with rugged quality and innovation, inside and out. Key features include:

- Nylon Belt Edge Layers, which increase steering response and cornering.
- Tension Control Technology, which optimizes ground contact and distributes pressure for better braking and less wear.
- Cross-Angle Sipes, which create biting edges for better traction in wet/wintery conditions.
- Tire Profile Optimization, which enhances performance by uniformly expanding the center and shoulder region of the contact area.
- Advanced Carbon Tread Compound, which promotes long, healthy tire life.
- 70,000-Mile Limited Warranty, which provides lasting customer satisfaction.

"Die-Hard is America's most trusted and preferred automotive brand and the collaboration with Amazon makes it easier for millions to shop the brand," said Tom Park, President of Kenmore, Craftsman and Die-Hard brands at Sears Holdings.

News provided by: Sears Holdings Corporation