

The SMART Tire Company To Make Its Mark on ABC's Shark Tank

STC, co-founded by Survivor champ Earl Cole, will pitch SMART tires, the first consumer application of superelastic tire technology invented by NASA, to the Sharks and celebrity guest Shark, Kevin Hart, this Friday

LOS ANGELES ([PRWEB](#)) January 06, 2022 -- [The SMART Tire Company](#) (STC) will be pitching their first of its kind airless tire on [Shark Tank](#) this Friday, January 7th at 8pm on ABC. STC's founders, Earl Cole (CEO) and Brian Yennie (CTO), will be the first ever to pitch a NASA technology on Shark Tank, while Cole will be the first Survivor winner to appear on the program. Mirroring their penchant for creating groundbreaking products, Cole and Yennie promise to deliver an equally radical pitch to wow the Sharks and celebrity guest Kevin Hart. "Survivor fans watched me pitch to the jury in the final tribal council to win a million dollars, but pitching to the Sharks is a whole different animal," says Cole. "I'm all in to win over Kevin Hart and the Sharks and take home the money again!"

Coinciding with the appearance, The SMART Tire Company has launched a new equity crowdfunding campaign via StartEngine to add to the \$1.3 million raised during its first round of crowdfunding. STC is planning to launch its debut product, the METL™ airless bike tire, in Q4 of 2022.

The SMART Tire Company (short for Shape Memory Alloy Radial Technology) was founded in 2020 by unanimous Survivor winner, Earl Cole, and software engineer, Brian Yennie. Two highly driven entrepreneurs, Cole and Yennie have been working together to turn cutting-edge technologies into disruptive products that will change the world for the better. Since 2021, STC has collaborated with NASA Glenn Research Center through a Space Act Agreement to perfect the technology utilized in their METL™ bicycle tire. Originally invented for use on lunar and Mars rover missions, these high-performance tires are made from advanced, superelastic materials known as shape memory alloys. Elastic like rubber, yet strong like titanium, SMART tires have the remarkable ability to transform at the molecular level in order to retain their shape. These environmentally friendly tires are airless, lightweight, use less rubber than conventional tires and never go flat.

Adding to its string of firsts, STC is developing special tires for NASA's Artemis project that will send the first woman to the moon in 2025. STC is working with leading aerospace companies in hopes of supplying tires for the Lunar Terrain Vehicle (LTV), a modern version of the "moon buggy" last driven as part of the Apollo 17 mission.

The SMART Tire Company is taking on the \$300B global tire market with a goal of becoming The Next Great American Tire Company, bringing smarter and cleaner solutions to the future of transportation. To learn more about how The SMART Tire Company is Reimagining the Wheel™, visit [SmartTireCompany.com](#). For investor information, please visit <https://www.startengine.com/smart-tire-company>. Tune in to watch them on [Shark Tank](#) Friday, Jan 7th at 8pm on ABC.

**Contact Information****Jordan Wiggins**

The SMART Tire Company, Inc

<http://https://smarttirecompany.com>

+1 (216) 352-3233

Brian Yennie

The SMART Tire Company, Inc

<http://https://smarttirecompany.com>

323-380-0887

Online Web 2.0 Version

You can read the online version of this press release [here](#).