

NEWS

NIKE+ FUELBand ICE MAKES FITNESS TRANSPARENT

BY CHRIS DAVIES // JULY 1, 2012 5:14 PM EST



Nike's FuelBand is already gracing the wrists of athletes and wannabe-athletes, but if you insist on standing out when you're working out then you need the new, limited edition. The Nike+ FuelBand ICE is, as the frostily cool name suggests, a translucent version of the original FuelBand.

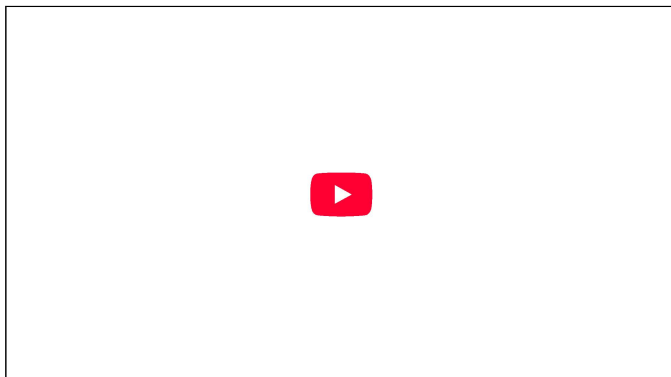
Inside there's the same three-axis accelerometer and array of white and colored LEDs to help track your movements and keep record of your fitness. The difference is, rather than the sober black rubber of the regular FuelBand, you get to see some of the electronics as they track whether you're a couch potato or a hot potato.

That tracking is measured not only in steps or calories, but Nike+ Fuel points. The company claims it has done fancy research into what sort of movements correspond to what sort of activity, and that allows the FuelBand to recognize exactly what you're doing – as long as you're moving your arm – and score you accordingly.

Hit your target, and you get a light-show on the band itself, and more congratulations on Nike's socially-enabled tracking site to which the FuelBand synchronizes. There, you can monitor your progress, set goals, and share your successes with people on Facebook.

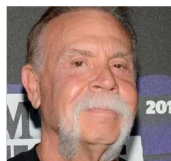
The Nike+ FuelBand ICE will go on sale at NikeTown locations in New York, San Francisco and London on July 27. It will also be available at London's Boxpark, the House of Innovation at Selfridges, and New York's 21 Mercer Street. Meanwhile regular availability will follow on come August 12 from Nike's online store. Stocks will be limited, though Nike isn't saying exactly how many ICE units will be made.

Nike+ FuelBand overview:





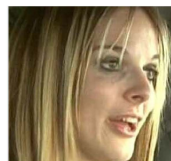
You Can Use Your Tow Hitch For Way More Than Just Towing



You Never Expected The Stars Of American Chopper To End Up Here



The Cost Of Replacing A Tesla Battery Is Actually Brutal



We Know What Happened To Lisa Kelly After Ice Road Truckers

NEXT UP

CARS

WHO MAKES ARMSTRONG TIRES AND WHERE ARE THEY MADE?

BY MARK COWLEY // MARCH 8, 2026 11:45 AM EST



Alongside the big global brands like Michelin, Continental, and Bridgestone, buyers shopping for a pair of new car tires are also likely to come across a range of smaller brands at their chosen retailer. One such smaller brand is Armstrong Tires, which offers a modest range of all-season, all-weather, and winter car tires across a range of segments. Some drivers likely won't have heard of Armstrong, but it was once one of the largest tire makers in the world. The brand was founded in 1912 in New Jersey, and over the following decades, it rapidly grew in scale. Its popularity peaked in the '60s, but after being bought out by Pirelli in the '80s, it slowly faded back into obscurity.

It might have been down, but it wasn't out just yet. When Pirelli decided to offload the Armstrong brand in the early '10s, it was snapped up by ZAFCO, a UAE-based company. ZAFCO had been operating an international division based in Florida since the late '90s, and took the acquisition of the Armstrong brand as a chance to build its presence in the U.S. market. Five years after it acquired the brand, ZAFCO officially relaunched Armstrong Tires in 2017. It opened a dedicated warehouse in Pennsylvania the following year.

While its global HQ is in Dubai and its U.S. distribution warehouse is in Pennsylvania, Armstrong's tires are not made in either location. The brand makes tires in a facility in Thailand, close to the nation's capital Bangkok. In late 2025, the brand announced it had also begun to produce tires at a newly constructed factory in Pakistan, primarily for the country's domestic market.

Armstrong Tires offers a competitive warranty



Tires can be an expensive investment, and so the best tire brands offer comprehensive warranties for added peace of mind. Although it's not quite as all-encompassing as the very best brands on the market, Armstrong's warranty is competitive given its affordable pricing.

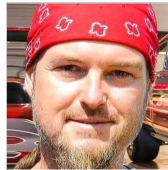
The brand offers a 12 month no-cost warranty, and then offers credit towards new tires for a further five years. Each of its tire models also have a mileage warranty, and if the tread wears out earlier than the stated mileage, Armstrong will replace the tires at a reduced cost.

Any buyers who end up with a flat tire from hitting potholes or debris can also claim back a portion of their tire cost from Armstrong if they bought their tire within two years. Drivers who file a claim will either be able to recover a percentage of their repair costs, or if the hole in the tire is too big to fix, a percentage of their replacement costs.

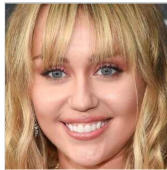
RECOMMENDED



Don't Toss Out Your Old Drill Bits, Use Them For This Instead



Counting Cars' Ryan Evans Disappeared & Now We Know Why



Miley Cyrus' Car Collection Is Leaving Us All Jealous



Clear Signs That Someone Is Secretly In Love With You