

Game changer SUV and 4X4 tyre to be released

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With undeniably the most comprehensive range of SUV and 4X4 tyres, Sumitomo Rubber South Africa (Sumitomo Dunlop) is bringing you an impressive new product that can literally 'Do More.' Launching in April 2020, the Dunlop Grandtrek AT5, with a new formula compound that increases tread block rigidity, promises to give consumers the best of both worlds from improved performance and lifespan to affordability.



“This tyre literally takes the road, any road,” says Riaz Haffejee, CEO of Sumitomo Dunlop. “Part of our extensive and impressive Dunlop Grandtrek range, the AT5 is an all-round performer that we are confident will be a game changer for drivers.”

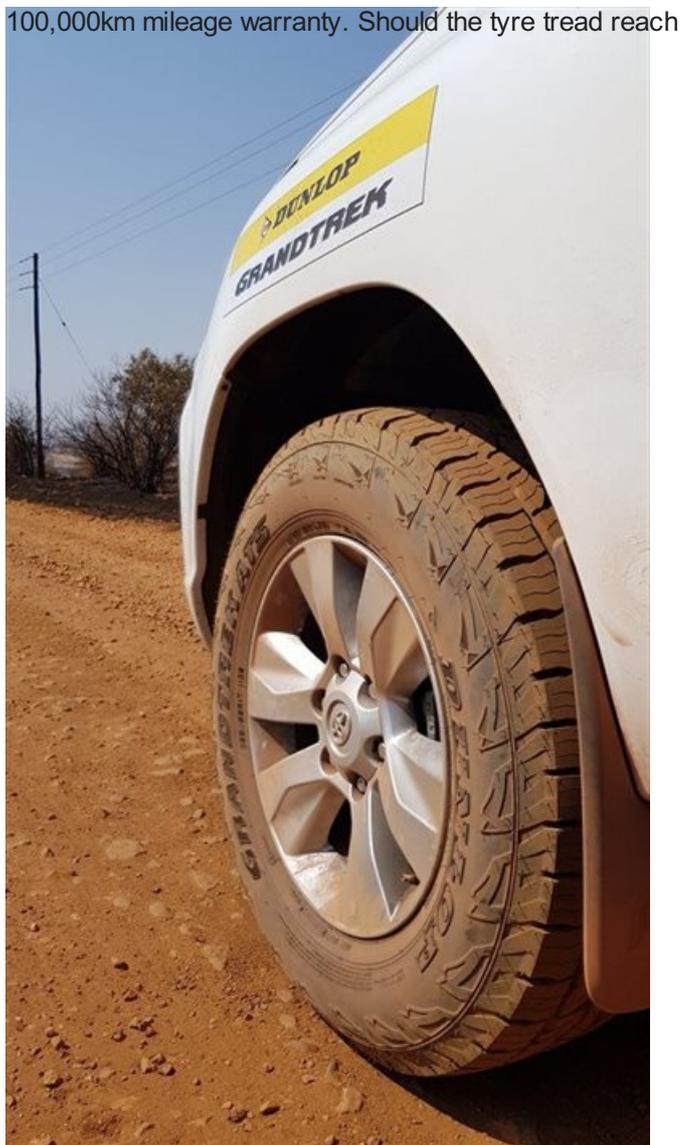
Developed with versatility in mind, the Dunlop Grandtrek AT5 offers a 50% improvement in mileage, is 25% more effective at braking and along with a quieter ride (8% noise reduction against the benchmark) can transition with ease from tar to rugged off-road terrain. Everyday can be an adventure with the AT5 offering drivers the capability to go wherever they want – through mud, sand or on the straight and narrow of the highway.

“When it comes to wet handling, mileage and noise reduction, the AT5 brings it all – a premium tyre with an affordable price ticket,” says Haffejee. “The tread pattern on this tyre is more aggressive for better traction off road. We developed stone ejectors closer to the sidewall of the tyre to prevent stone entrapment and drilling, improving mileage and harmonics on the tyre.”

The Dunlop Grandtrek AT5 will be launched with 47 sizes and expanded further by the Quarter 1 2021, with white and black lettering options available. Local manufacture of two sizes will be increased to 14 by 2021, available for local and export markets.

Following extensive research, development and testing both internationally and in South Africa, and utilising a new tyre compound that improves mileage expectancy, the AT5 does more in terms of quality and economics and will be launched with a new lifetime mileage warranty.

The Mileage Warranty, free on the AT5 to consumers who register their purchase on the Dunlop MyTyres app, provides a



100,000km mileage warranty. Should the tyre tread reach its limit prior to the tyre lifespan being reached, a qualifying dealer will offer the consumer a discount on their next purchase, delivering complete consumer confidence in their tyre purchase.

An impressive addition to Dunlop's already remarkable SUV/4x4 range, from Original Equipment specified highway terrain patterns to serious off-road adventure tyres, the AT5 is set to lead a revolution in the SUV and 4X4 tyre market.

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