

Taking an unexpected off-road to adventure has never looked this good

Issued by [Sumitomo Dunlop](#)

25 Jun 2021

We have seen trends come and go in the motoring industry over the past century. Early industry moves put cars on the fast track with assembly line production and the freeway system creating a driving culture that gives us the freedom to take the road to wherever our heart desires.

Other transformative trends have brought us safe and exhilarating driving, with automated features, comfort and luxury design rounding off the experience. “Now road users get to take the aesthetics of their tyres up a notch style-wise without compromising off-road capabilities,” says Lubin Ozoux, CEO Sumitomo Rubber South Africa, manufacturer of Dunlop, Sumitomo and Falken tyres. “The debut of the Grandtrek AT3G 2-ply White Lettering Tyre gives even Mother Nature something to aspire to and affords SUV and 4x4 drivers a chance to score some street cred.”

Adventure seekers will now have the freedom to make that spontaneous decision and take the exit off the beaten track to explore off-road, no matter how rough the terrain looks. And they can do so with the full confidence to take the road, knowing that their tyres not only look good, but are backed by the only local manufacturer that offers triple protection through Dunlop Sure’s eight-year manufacturer’s warranty, free 60,000km mileage warranty and a free 12-month off-road hazard guarantee for added peace of mind.

“The AT3Gs are competitively priced and will, hopefully, see the trend of painting lettering on tyre sidewalls end because now drivers can have the real thing,” says Ozoux. “Climbing steep slopes and rocky outcrops, pulling out of muddy riverbeds and heading into the Karoo to enjoy breath-taking views or driving through a seasonal downpour, no longer need to be daunting with tyres that are guaranteed to heighten your experience and keep you safe on the road, while still looking good.”

The AT3G 2-ply WLT features an ultra-wide pattern that increases mileage in high road conditions and a strong sidewall profile which increases resistance to damage in both on- and off-road conditions. The large block patterns improve impact resistance while the reinforced steel wire layer structure improves impact resistance.



AUTOMOTIVE

Calling the thrill-seekers

Sumitomo Dunlop 9 Jun 2021



Other features include:

- Outstanding durability and wear resistance technology
- Even tread wear promoting increased mileage
- Irregular grooves which increase braking effectiveness and reduce road noise significantly
- Cut and chip resistance
- Enhanced off-road traction and braking performance at high speeds
- Tread design and stone ejectors to minimise mud and sand build up, while improving stability and reducing noise levels without sacrificing on ride comfort
- Better channeling of water on on-road conditions and improved off-road traction thanks to large sipes on the shoulder

Do you think it is time to turn your casual suburban trip into an off-road adventure? What are you waiting for?

Visit www.dunlop.co.za

About SRSA

Sumitomo Rubber South Africa (Pty) Ltd (SRSA) is owned by Japanese listed company Sumitomo Rubber Industries Ltd (SRI), situated in Kobe, Japan. SRI is one of the leading premium manufacturers of automotive tyres and industrial rubber products in the world. The existing South African plant in Ladysmith (founded in 1973) currently produces passenger car, sport utility vehicle, light truck and truck and bus radial tyres, which are sold in South Africa and exported across Africa and other countries.

▪ **Be a responsible driver this long weekend** 28 Mar 2024

▪ **South African Touring Cars' youngest driver, Anthony Pretorius, ready to take to the track** 14 Mar 2024

▪ **Dunlop partners with Extreme SuperCars for an exhilarating 2024 racing season** 1 Mar 2024

▪ **RAF empowers Polokwane traffic officers through tyre safety workshop** 22 Feb 2024

▪ **Dunlop Ladysmith operators gain global expertise in tyre making** 15 Feb 2024

Sumitomo Dunlop



Sumitomo Rubber South Africa, known as Sumitomo Dunlop, is a leading tyre manufacturing organisation in South Africa. Sumitomo Dunlop manufactures the Dunlop, Sumitomo and Falken tyre brands for Africa.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>