

Offenbach am Main, May 2018

FALKEN all-season tyre now for vans and light trucks



Falken will launch its new EUROALL SEASON VAN11, aimed at drivers of vans and light trucks, in July 2018.

Wear resistance and safety were the top priorities for Falken's engineering team when they developed the new EUROALL SEASON VAN11 tyre. The all-season tyre features Adaptive Constant Pressure (APC) technology, with a tread pattern developed using advanced simulation technology to ensure even pressure distribution across the tyre contact patch. This APC design enhances directional stability while improving wear behaviour. The symmetrical non-directional pattern makes the EUROALL SEASON VAN11 the perfect all-rounder, with high mileage and great everyday performance. The premium all-season tyre has plentiful grip edges, enabling it to deliver consistently high traction in snow and mud too. The wide grooves improve water displacement, likewise maximising grip and providing outstanding protection against aquaplaning.

Like Falken's all-season car tyres, the EUROALL SEASON VAN11 was developed with the help of Advanced 4D-Nano Design technology, creating a compound that offers top mileage and fuel economy combined with excellent wet grip properties.

"All-season tyres are taking an increasingly important role in Falken's product portfolio and brand philosophy", says Markus Bögner, Managing Director and COO der Falken Tyres Europe GmbH, describing the launch of the new model. "This area of the market is showing strikingly strong growth, so it was only logical that we would expand our product family by adding a premium all-season tyre for vans and light trucks."

The EUROALL SEASON VAN11 will make its debut at the end of May at the Tire Cologne 2018 trade show. It is manufactured in one of Thailand's most cutting-edge tyre plants and will be available from dealers from July 2018 in eight sizes for the 65

and 75 series in 16", in speed ratings H, R, S and T. September 2018 will see the addition of eight more sizes, with a further seven in 2019.

Falken Tyre Europe

Falken Tyre Europe GmbH is the European affiliate of Japanese tyre manufacturer Sumitomo Rubber Industries Ltd. (SRI); with around 33,000 employees, it is the sixth largest tyre manufacturer worldwide. In 2001 and 2014 SRI was selected to appear in the Thomson Reuters 'Top 100 Global Innovators' list of the world's most pioneering companies. From its location in Offenbach, Main, the company markets and sells a complete tyre portfolio for passenger cars, light trucks, trucks, pick-ups and SUVs as original equipment and for the entire European retrofitting market. All Falken factories comply with the ISO 9001, IATF 16949 as well as environmental standard ISO14001. Developed and tested in the world's most demanding racing series, Falken tyres provide maximum driving pleasure. The Falken brand is involved in exciting and high technology platforms such as motorsport with a Porsche 911 GT3 R and BWM M6 GT3, Red Bull Air Race, at the AUDI Sportpark stadium, which is the stadium of Bundesliga club FC Ingolstadt 04, and as the global tyre partner of Liverpool FC.

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