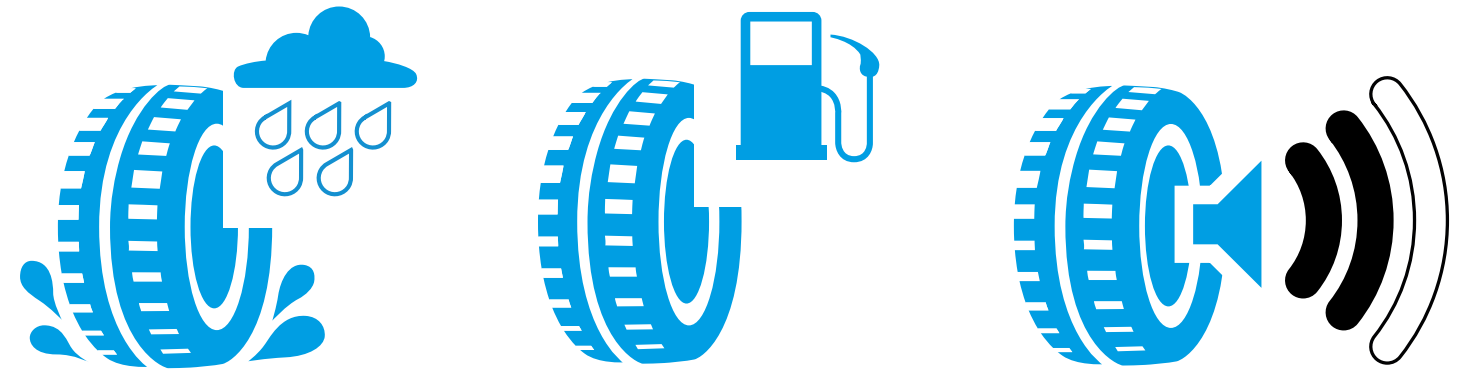


# THE FULL STORY 3-15-50. TYRE EXPERTS START WHERE OTHERS STOP.

- The EU tyre label only specifies 3 criteria.



- Magazine independent surveys specify 15.



- Tyre manufacturers analyse over 50.

= The Full Story.

As you can see from the above, the tyre label legislation only tests **3** criteria, magazines test **15** criteria, however tyre manufacturers test over **50** performance criteria in order to produce premium tyres.

	Tyre Manufacturers Performance Criteria	EU Tyre Label Criteria
WET HANDLING	YES	NO
WET BRAKING	YES	YES
AQUAPLANING IN CURVES	YES	NO
AQUAPLANING IN STRAIGHTS	YES	NO
DRY HANDLING	YES	NO
DRY BRAKING	YES	NO
HIGH SPEED STABILITY	YES	NO
HEAVY HANDLING	YES	NO
TRACTION	YES	NO
ROLLING RESISTANCE	YES	YES
MILEAGE	YES	NO
INTERNAL NOISE	YES	NO
EXTERNAL NOISE	YES	YES
HANDLING ON SNOW AND ICE	YES	NO
BRAKING ON SNOW AND ICE	YES	NO

Just a sample of the 50 parameters in a typical tyre manufacturers car tyre test.

Ask one of our tyre experts for more details.

# HiQ

Fast fit you can be sure of