



GENERAL TIRE

**ANYWHERE
IS POSSIBLE**



SINCE 1915.
GENERAL TIRE. A BRAND OF CONTINENTAL.

Agenda



- ▷ **New Products 2017**
- ▷ **Range Extension 2018**
- ▷ **Grabber AT³ & Grabber X³ Status**



▷ New Products 2017

Range Extension 2018

Grabber AT³ & Grabber X³ Status

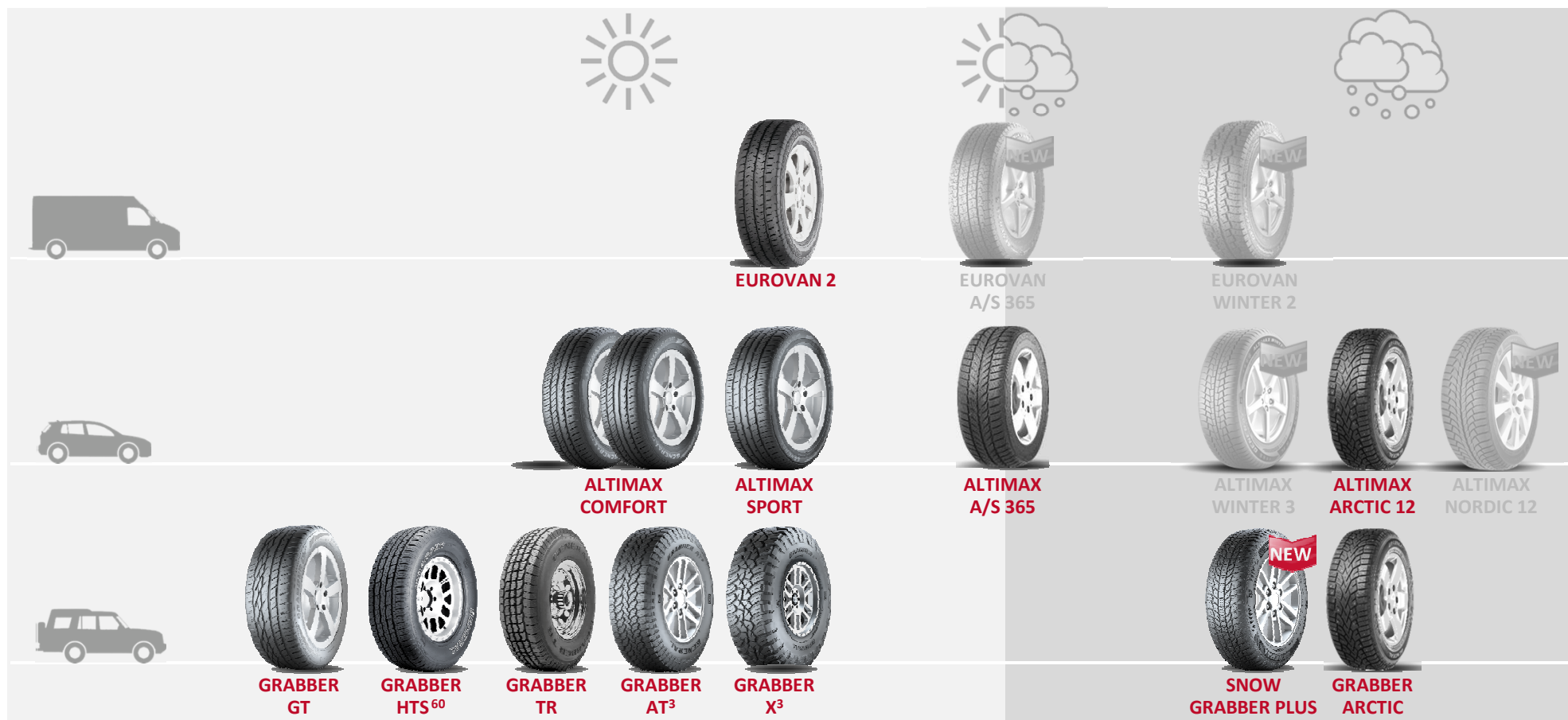
Marketing

Brand Portfolio: Summer – All-Season – Winter



Marketing

Brand Portfolio: Summer – All-Season – Winter



SNOW GRABBER PLUS

YOUR ACCESS TO ANY WINTER ADVENTURE

ANYWHERE
IS POSSIBLE

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GENERAL TIRE

Marketing

Brand Portfolio: Summer – All-Season – Winter



2017



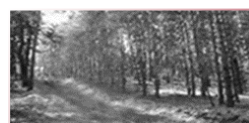
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20:80 on/off



2013

2015

2002

2016

2016

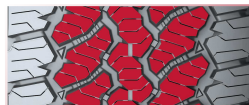
Grabber GT

Grabber HTS⁶⁰

Grabber TR

Grabber AT³

Grabber X³



Winter



2017

NEW

2016

Snow Grabber Plus

Grabber Arctic Studded (T)



Overview

SNOW GRABBER



- ▷ Room for improvement in pattern design
- ▷ Internal benchmark tests (Snow Grabber vs key competitors)
 - ▷ Room for improvement in dry, wet and wear
- ▷ Room for improvement in sidewall styling



Overview

SNOW GRABBER PLUS



- ▷ General Tire's new SUV/4x4 dedicated non-studded Winter tyre.
- ▷ Snow Grabber Plus replaces the non-studded Snow Grabber.
- ▷ A tyre that offers SUV/4x4 specific toughness and winter performance while maintaining a high level of comfort comparable to passenger car tires.



Technical Highlights

What's in a name? SNOW GRABBER PLUS



- ▷ **SNOW** – General Tire's proven high performing SUV/4x4 winter tires.
- ▷ **GRABBER** – name that symbolizes toughness, durability, longevity and race winning performance, balanced with excellent overall performance.
- ▷ **PLUS** – high mileage thanks to even wear and long tread life.

SNOW GRABBER PLUS

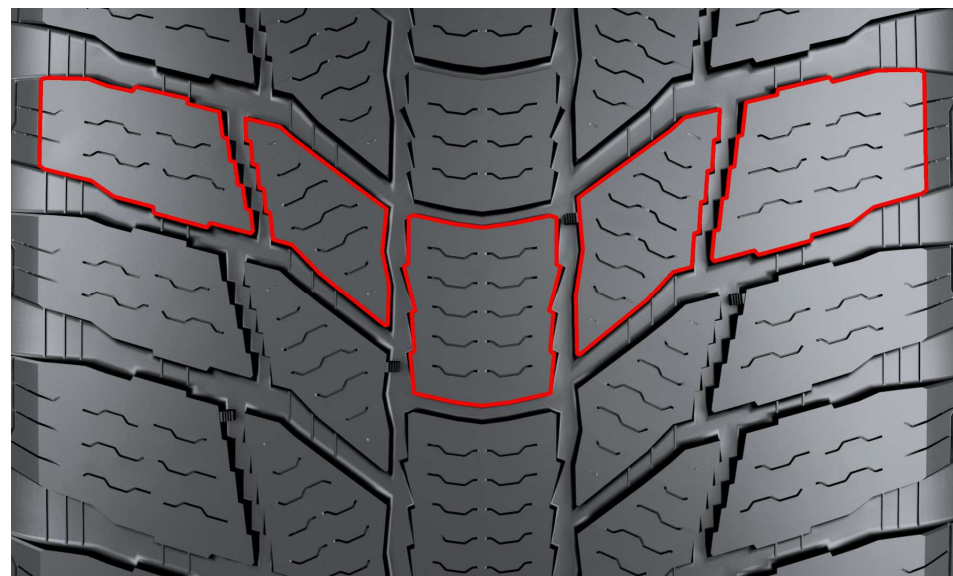


Technical Highlights

TracGen™ Technology



EXPERIENCE EXCEPTIONAL
TRACTION IN WINTER



SNOW GRABBER PLUS

Technical Highlights

TracGen™ Technology



Feature:

Open tread shoulder

Effect:

Promotes self-cleaning ability and helps discharge dirt, slush and snow from the pattern

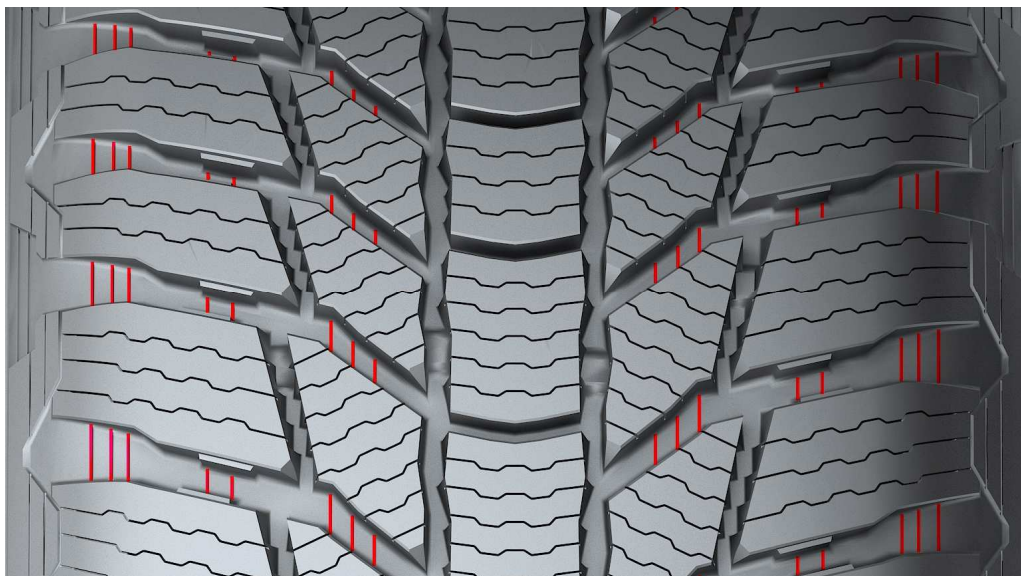
Benefit:

Added traction on snowy and unpaved roads



Technical Highlights

TracGen™ Technology



Feature:

Snow Ridges

Effect:

Provide additional gripping edges in deep snow

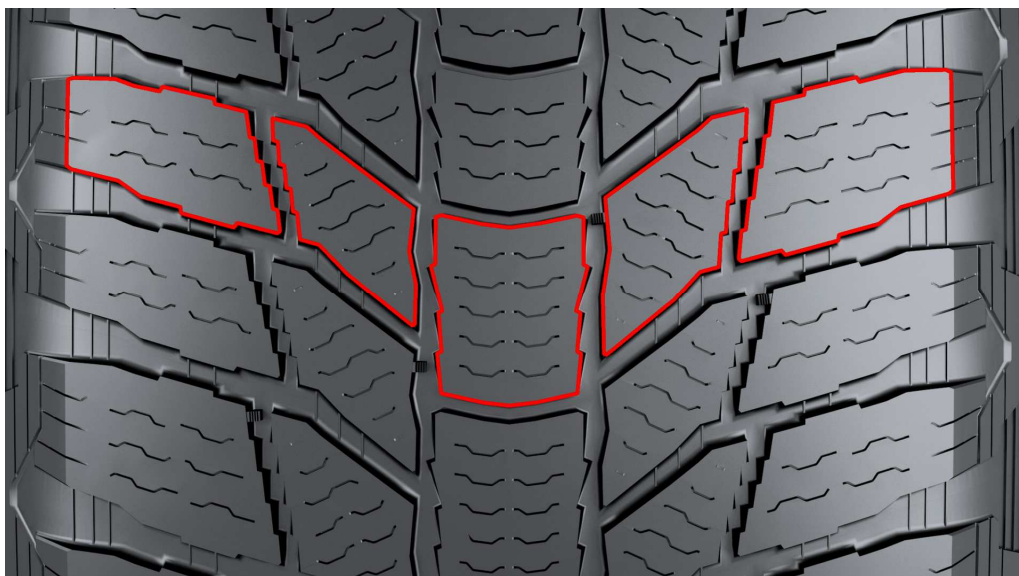
Benefit:

Enhanced grip on snow-covered roads
especially during cornering



Technical Highlights

TracGen™ Technology



Feature:

Jagged Groove Walls

Effect:

Provide higher number of biting edges as the tire gets worn

Help compensate the drop in snow performance resulting from reduced tread depth

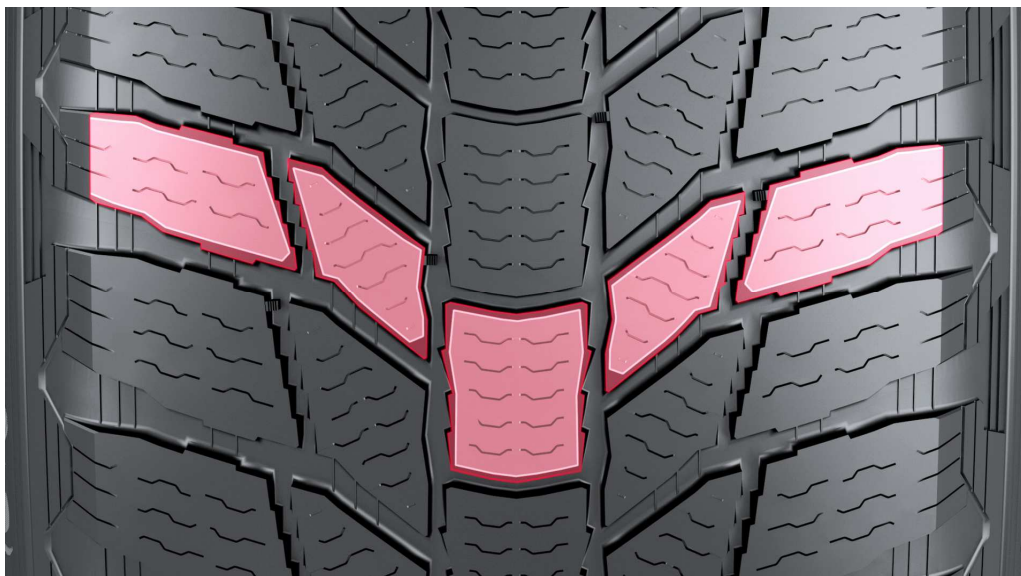
Benefit:

Exceptional wintertime traction within the recommended tread depth



Technical Highlights

TracGen™ Technology



Feature:

Jagged Groove Walls

Effect:

Provide wider contact area during braking on snow

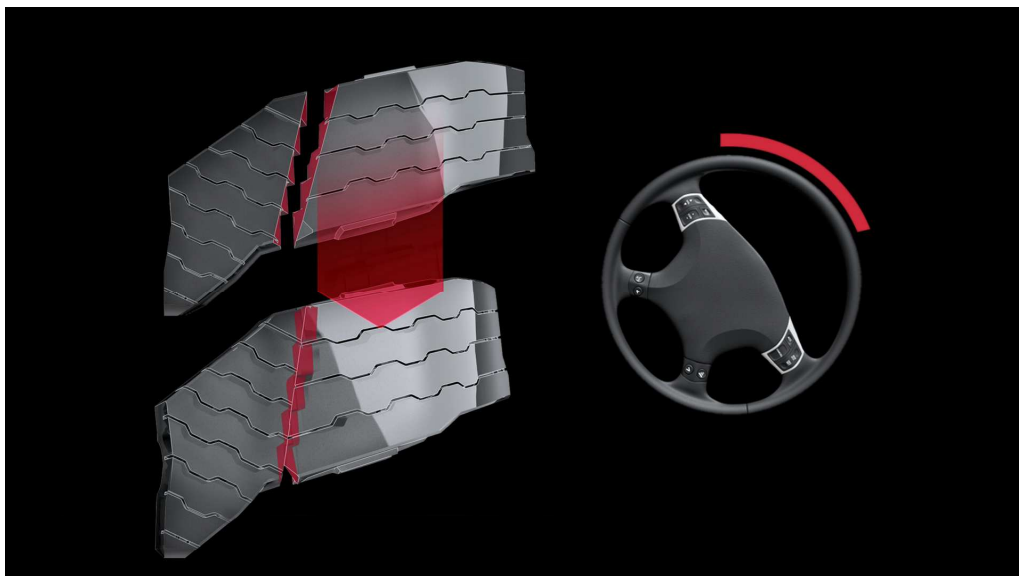
Benefit:

Shorter braking distance on snow



Technical Highlights

TracGen™ Technology



Feature:

Jagged Groove Walls

Effect:

Help the tread blocks interlock with each other to provide stability during extreme cornering

Benefit:

Enhanced stability and steering control during extreme cornering on snowy and dry roads



Technical Highlights

DuraGen™ Technology



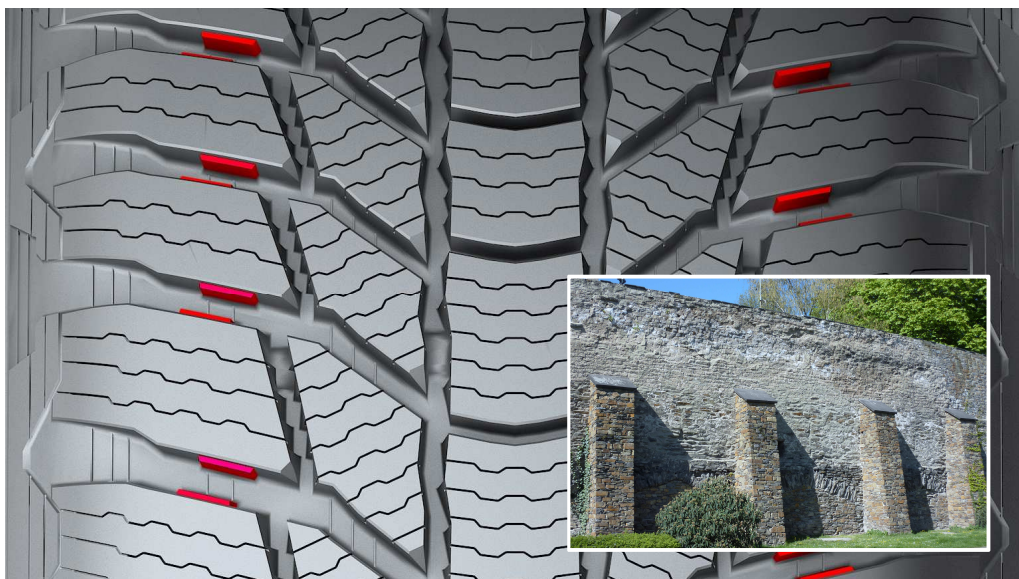
REINFORCE YOUR
CONFIDENCE



SNOW GRABBER PLUS

Technical Highlights

DuraGen™ Technology



Feature:

Tread Block Reinforcement Buttress

Effect:

Used throughout the ages to strengthen and reinforce structures, this concept is utilized in the Snow Grabber Plus to add strength and stability to tread blocks

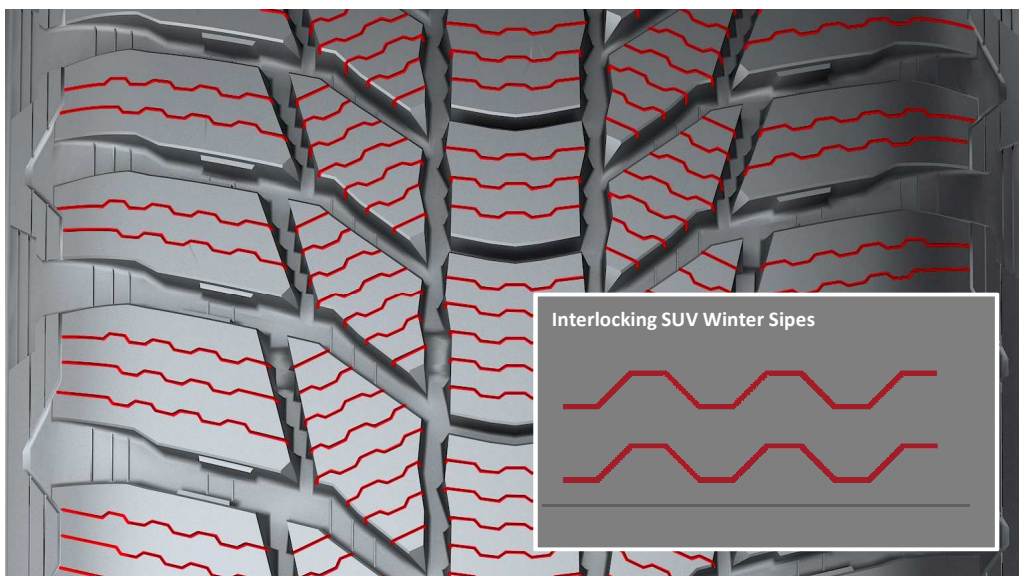
Benefit:

Added block rigidity to improve stability and reduce the block damage



Technical Highlights

DuraGen™ Technology



Feature:

Interlocking SUV Winter Sipes

Effect:

Reduce squirm and block deformation

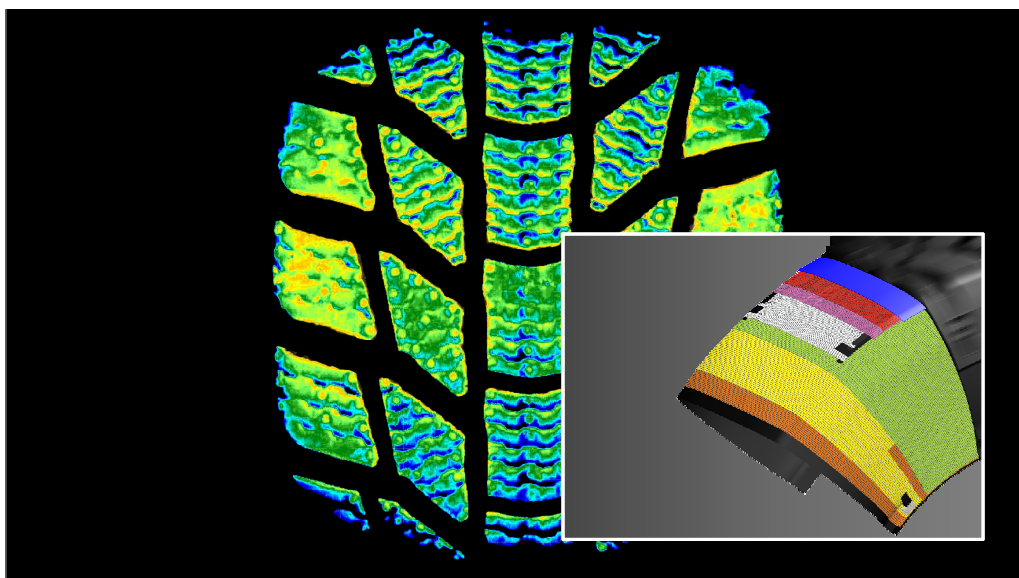
Benefit:

Improved stability under heavy load conditions and reduced block damage



Technical Highlights

DuraGen™ Technology



Feature:

Ultra high strength steel belts

Effect:

Exceptional penetration resistance and uniform footprint pressure

Benefit:

Confident stability under all approved load conditions

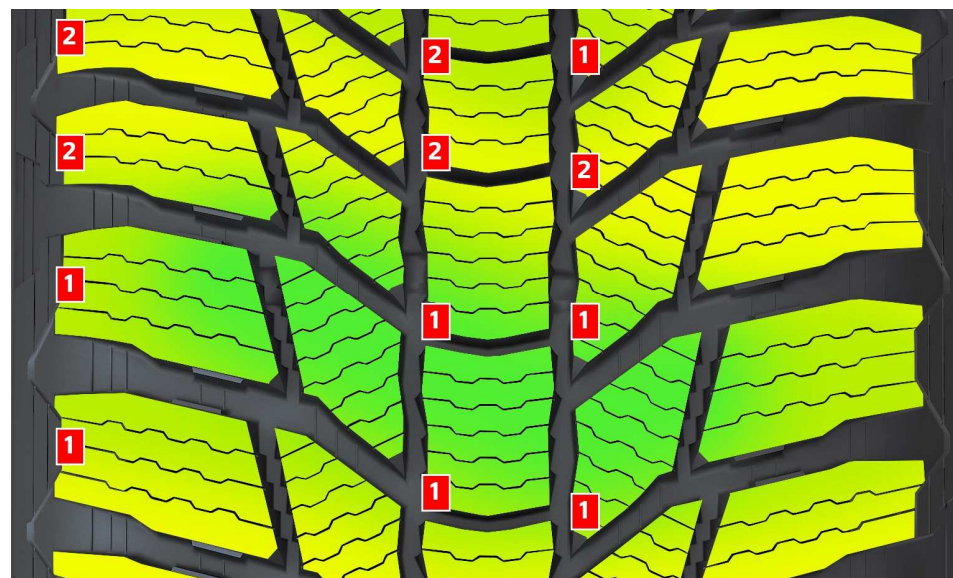


Technical Highlights

Mileage



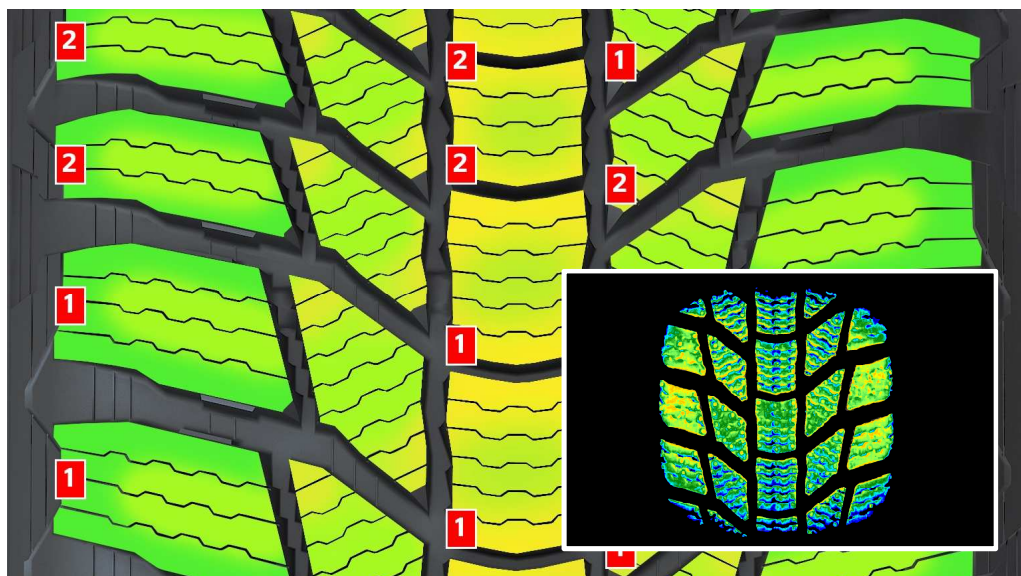
ENJOY MAXIMUM
MILEAGE



SNOW GRABBER PLUS

Technical Highlights

Mileage



Feature:

Optimized pattern stiffness

Effect:

Provides even pressure distribution in footprint
minimizes wear-causing distortion

Benefit:

Extended tread life leading to high mileage

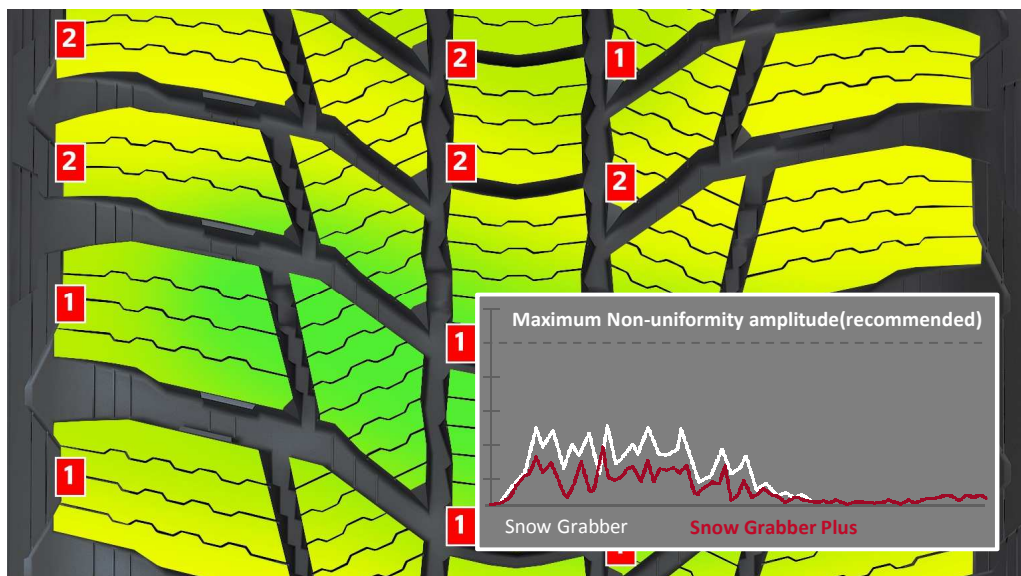


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Product Presentation

Technical Highlights

Mileage



Feature:

Computer-optimized symmetrical pattern design

Effect:

Leads to uniform material distribution and reduced non-uniformity

Benefit:

High mileage thanks to even wear shape



Technical Highlights

Sidewall Features



OFF-SHOULDER DESIGN

Macro blocks on the off-shoulder area provide additional biting edges to improve grip and driving control on deep snow



SNOW GROOVES

Two circumferential grooves on the upper sidewall area provide additional void to discharge snow to enhance deep snow traction



Technical Highlights

Sidewall Features



OFF-SHOULDER DESIGN

Macro blocks on the off-shoulder area provide additional biting edges to improve grip and driving control on deep snow



SNOW GROOVES

Two circumferential grooves on the upper sidewall area provide additional void to discharge snow to enhance deep snow traction



RIM PROTECTION RIB

Rim Protection Rib shields the tire and wheel bead area from damage caused by curbstones and off-road obstacles

Technical Highlights

Sidewall Design

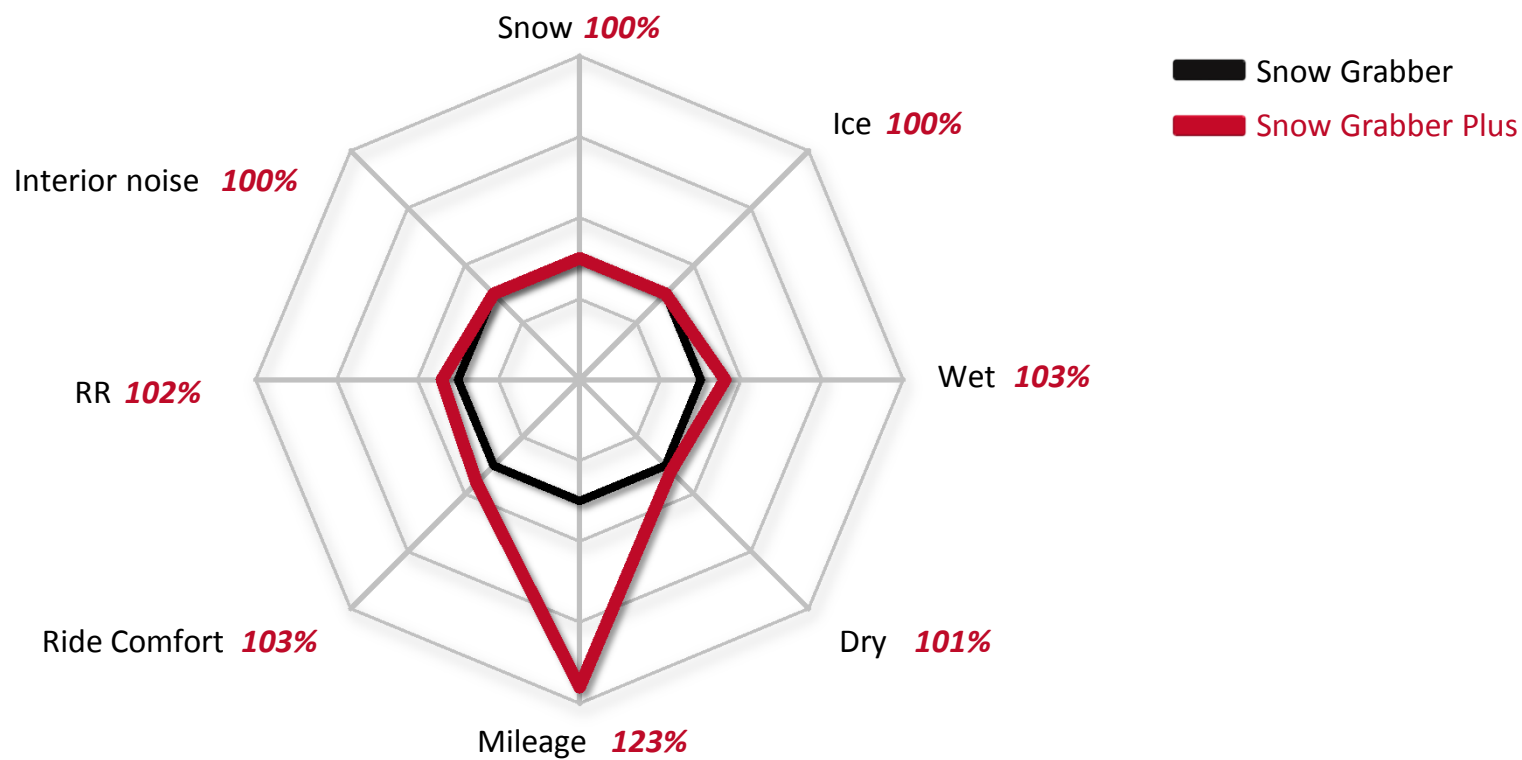


Snow Claw Design

The tyre's "Snow Claw design" symbolizes the innovative Traction features to take you anywhere, even in the worst wintry conditions.

Technical Highlights

Performance Comparison



Market Launch

Product Range



Rim	Size
15"	205/70R15 96T FR
15"	235/75R15 109T XL FR
16"	215/65R16 98H FR
16"	215/70R16 100H FR
16"	225/70R16 103H FR
16"	235/70R16 106T FR
16"	245/70R16 107T FR
16"	265/70R16 112H FR
16"	225/75R16 104T FR
17"	235/55R17 103V XL FR
17"	215/60R17 96H FR
17"	225/60R17 103H XL FR
17"	235/60R17 106H XL FR
17"	225/65R17 106H XL FR
17"	235/65R17 108H XL FR
18"	235/55R18 104H XL FR
18"	255/55R18 109H XL FR
18"	255/55R18 109V XL FR
18"	235/60R18 107H XL FR
18"	265/60R18 114H XL FR
19"	255/50R19 107V XL FR
19"	235/55R19 105V XL FR
19"	255/55R19 111V XL FR
20"	275/40R20 106V XL FR
20"	275/45R20 110V XL FR

- ▷ Sizes: 25
- ▷ Speed Rating: T to V
- ▷ Width: 205 to 275
- ▷ Aspect Ratio: 40 to 75
- ▷ Rim diameter: 15" to 20"

AVAILABLE IN THE MARKET

- ▷ Q2/Q3 2017

Snow Grabber Plus



EU TYRE LABEL



F/E
Fuel efficiency



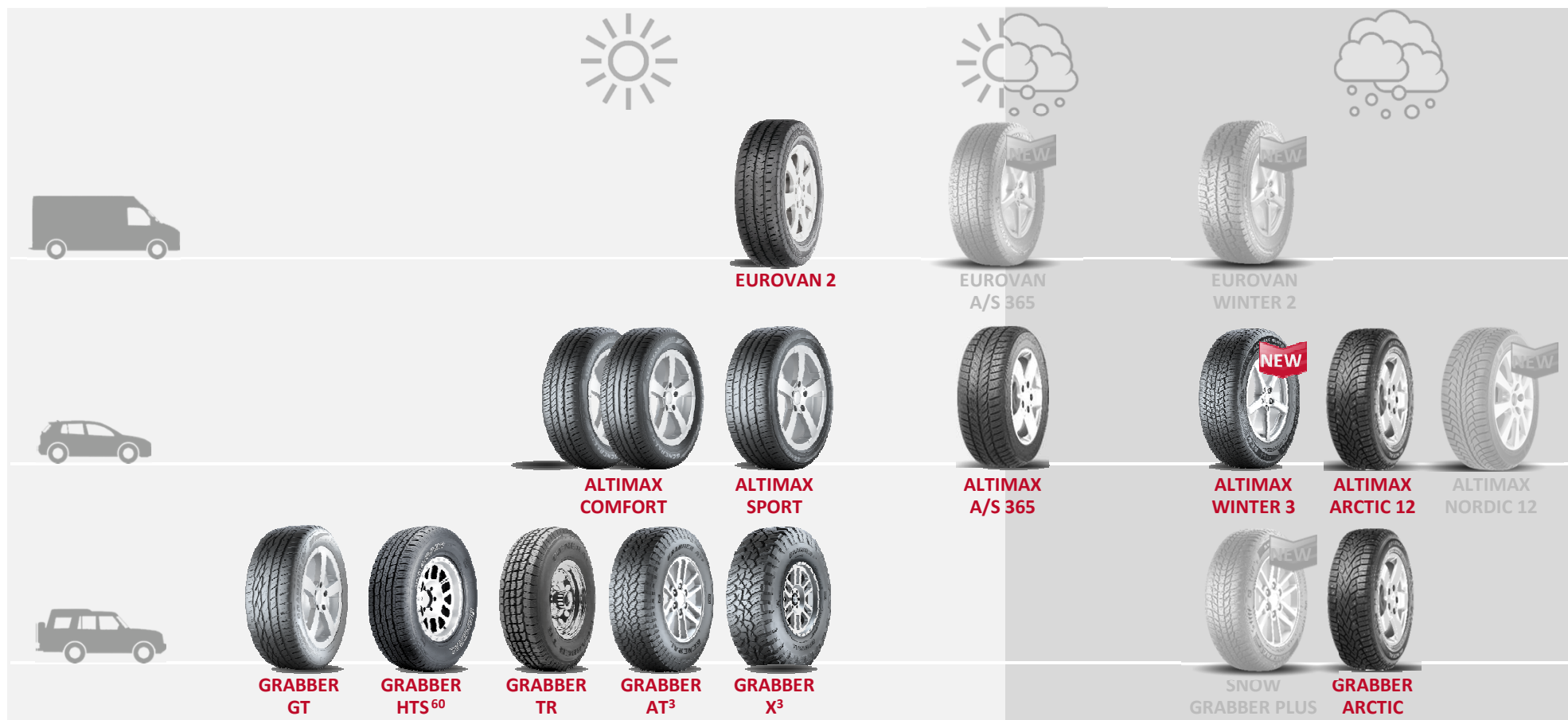
C
Wet grip



Outside noise / in decibels

Marketing

Brand Portfolio: Summer – All-Season – Winter



ALTIMAX WINTER 3

YOUR RELIABLE PARTNER IN WINTER

ANYWHERE
IS **POSSIBLE**

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GENERAL TIRE

Overview

Altimax Winter 3

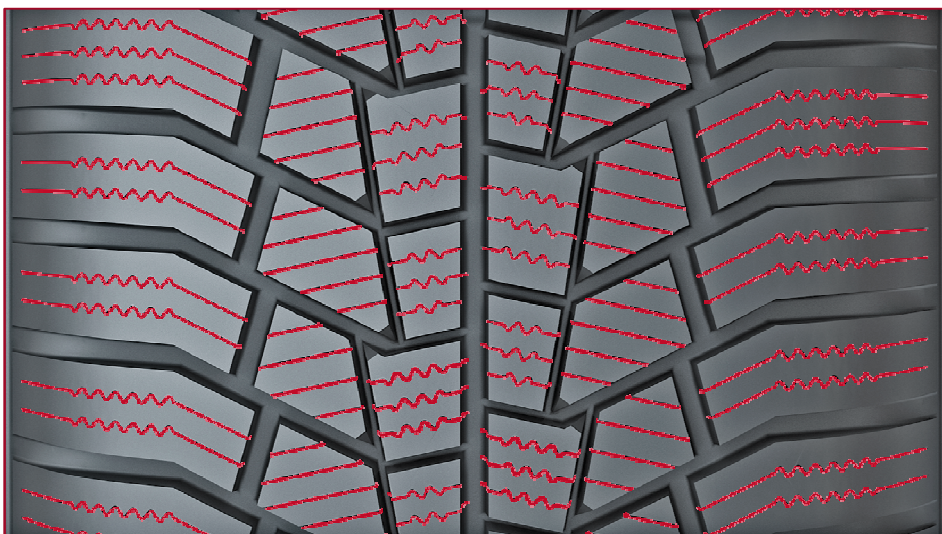


- ▶ General Tire's new non-studded Passenger Winter tyre.
- ▶ Altimax Winter 3 replaces Altimax Winter Plus.
- ▶ Powerful grip on snow and ice with improved tread technologies



Technical Highlights

Snow traction



Feature

- ▷ Improved sipe density

Effect

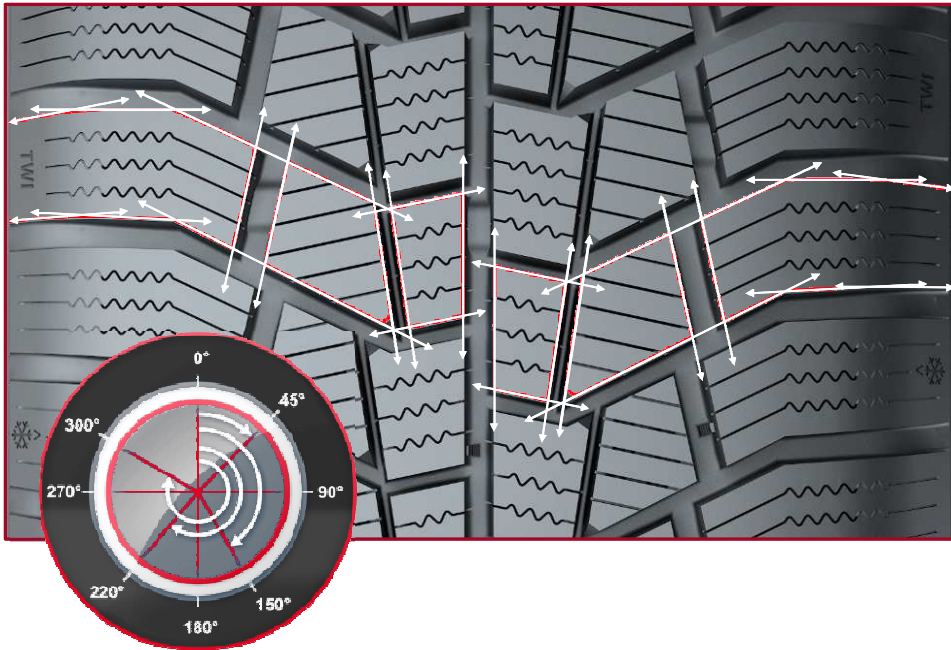
- ▷ Provides the gripping edges to help grip snow and ice

Benefit

- ▷ Enhanced winter traction

Technical Highlights

Snow handling



Feature

- ▷ Multi-angle block edges

Effect

- ▷ Numerous gripping edges in all driving directions

Benefit

- ▷ Excellent handling on snow covered roads

Technical Highlights

Dry handling



Feature

- ▷ Wide shoulder blocks

Effect

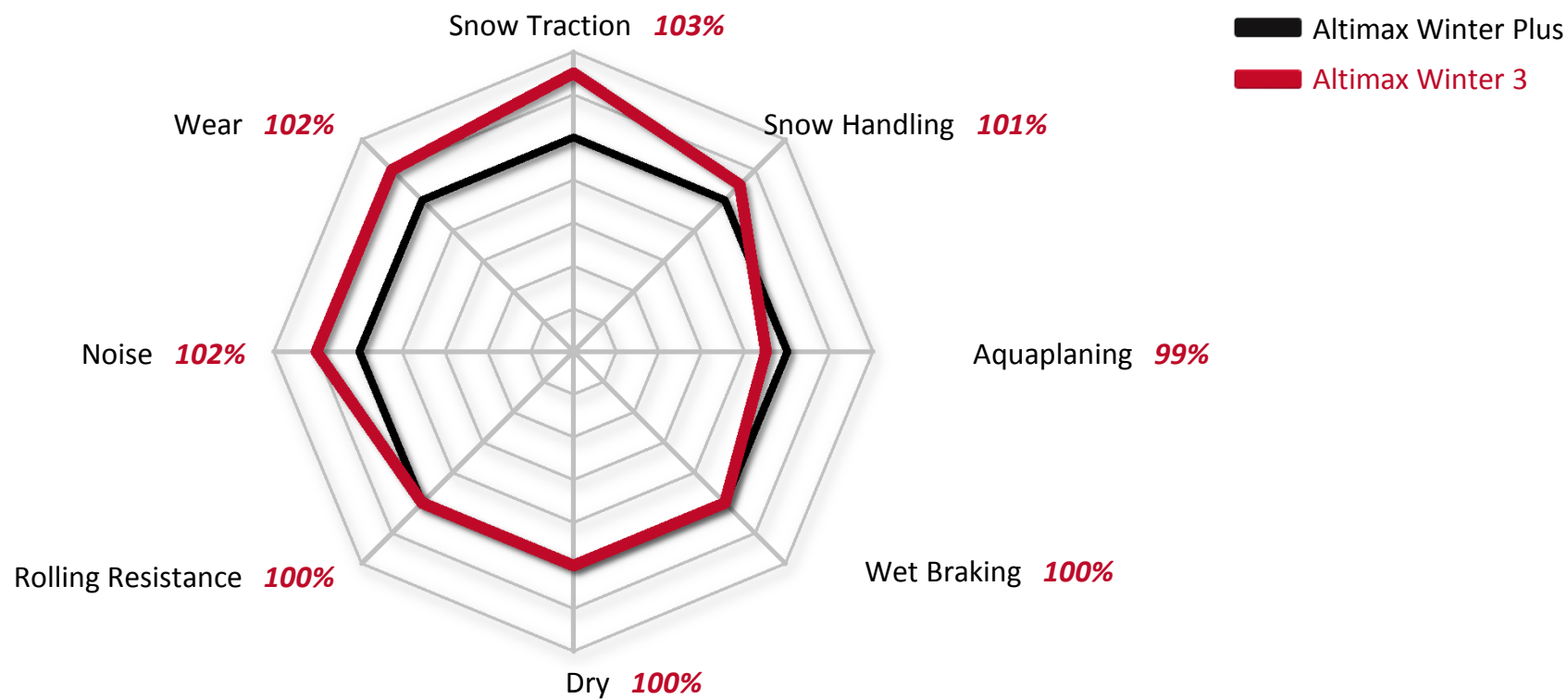
- ▷ Increased block stiffness
- ▷ Better transmission of forces

Benefit

- ▷ Improved handling characteristics

Technical Highlights

Performance Comparison



Market Launch

Product Range



Series	Size	Series	Size
80	155/80R13 79T	55	185/55R15 82T
70	155/70R13 75T	55	195/55R15 85H*
70	165/70R13 79T	55	195/55R16 87H
70	175/70R13 82T	55	205/55R16 91H
70	165/70R14 81T	55	205/55R16 91T
70	175/70R14 84T	55	205/55R16 94H XL
65	155/65R14 75T*	55	215/55R16 97H XL
65	165/65R14 79T*	55	225/55R16 99H XL
65	175/65R14 82T	55	215/55R17 98V XL*
65	185/65R14 86T	55	225/55R17 101V XL
65	175/65R15 84T	50	195/50R15 82H*
65	185/65R15 88T	50	205/50R17 93V XL FR*
65	195/65R15 91T	50	215/50R17 95V XL FR*
65	195/65R15 95H XL	50	225/50R17 98V XL FR
65	205/65R15 94T	45	225/45R17 94H XL FR
60	185/60R14 82T*	45	225/45R17 94V XL FR*
60	185/60R15 88T XL	45	225/45R18 95V XL FR*
60	195/60R15 88T	45	245/45R18 100V XL FR*
60	205/60R16 92H	40	225/40R18 92V XL FR
60	205/60R16 96H XL	40	245/40R18 97V XL FR*
60	215/60R16 99H XL		

***NEW!**

- ▷ Sizes: 41
- ▷ Speed Rating: T to V
- ▷ Width: 155 to 245
- ▷ Aspect Ratio: 40 to 80
- ▷ Rim diameter: 13" to 18"

AVAILABLE IN THE MARKET

▷ Q2 2017

EU TYRE LABEL



E/F
Fuel efficiency



C
Wet grip



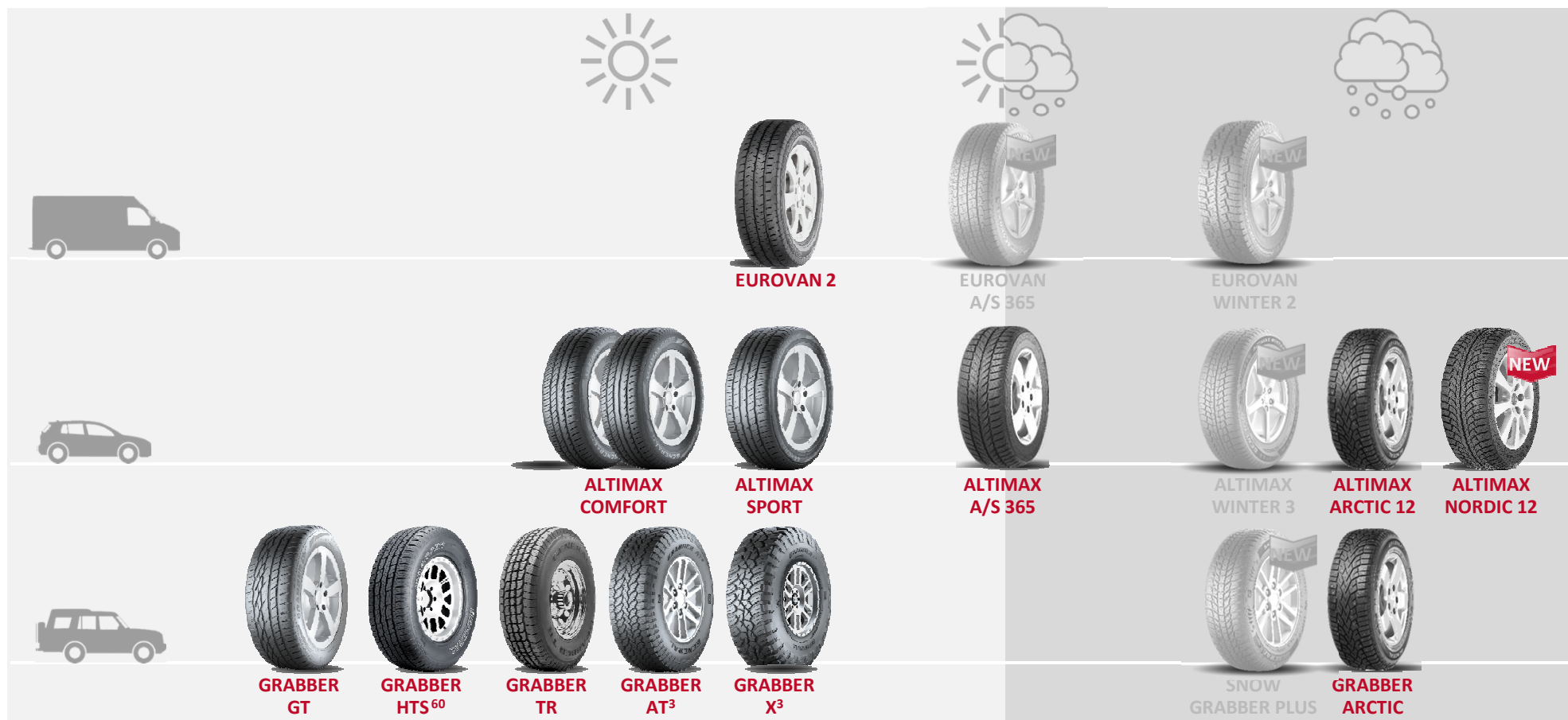
Outside noise / in decibels



◀ **ALTIMAX WINTER 3**

Marketing

Brand Portfolio: Summer – All-Season – Winter



ALTIMAX NORDIC 12

MAKE YOUR WAY
THROUGH HARSH WINTERS

ANYWHERE
IS **POSSIBLE**

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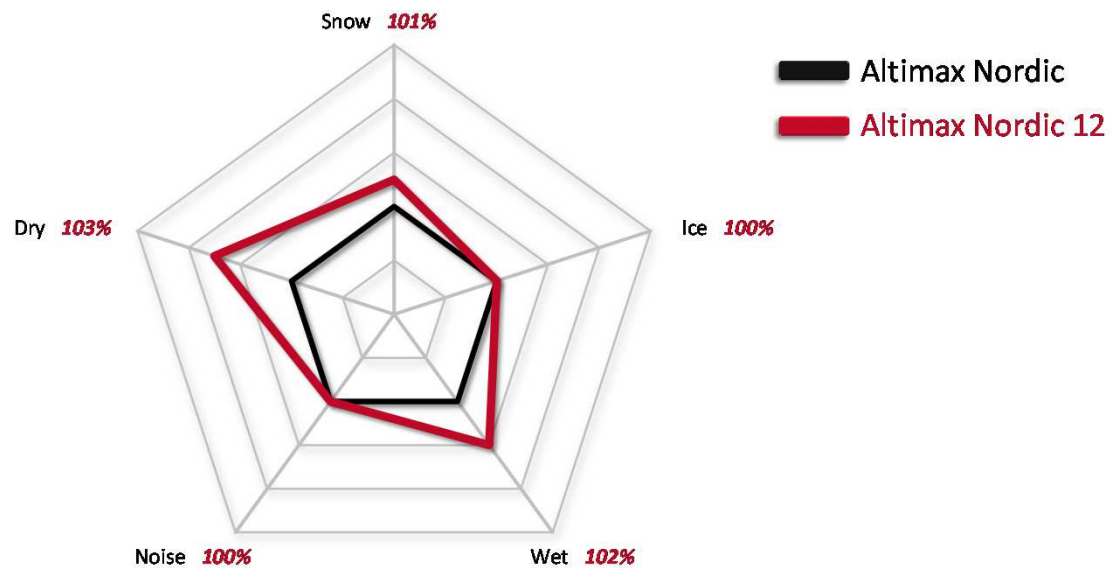
GENERAL TIRE

Overview

Altimax Nordic 12



- ▷ Nordic soft compound Passenger winter tyre
- ▷ Development focus
 - ▷ Directional pattern optimized for traction and lateral grip
 - ▷ Up-to-date size range



Market Launch

Product Range



Altimax Nordic 12

Series 70

195/70R15C 104/102R

Series 65

175/65R14 86T XL

185/65R15 92T XL

195/65R15 95T XL

205/65R16C 107/105T (103T)

Series 60

185/60R15 88T XL

205/60R16 96T XL

215/60R16 99T XL

14 sizes available

Series 55

205/55R16 94T XL

215/55R16 97T XL

215/55R17 98T XL

225/55R17 101T XL

Series 50

225/50R17 98T XL FR

Series 45

225/45R17 94T XL FR

Nominal width

175 – 225 mm

Aspect ratio

45 – 70%

Rim size

14" – 17"

Speed symbol

R – T



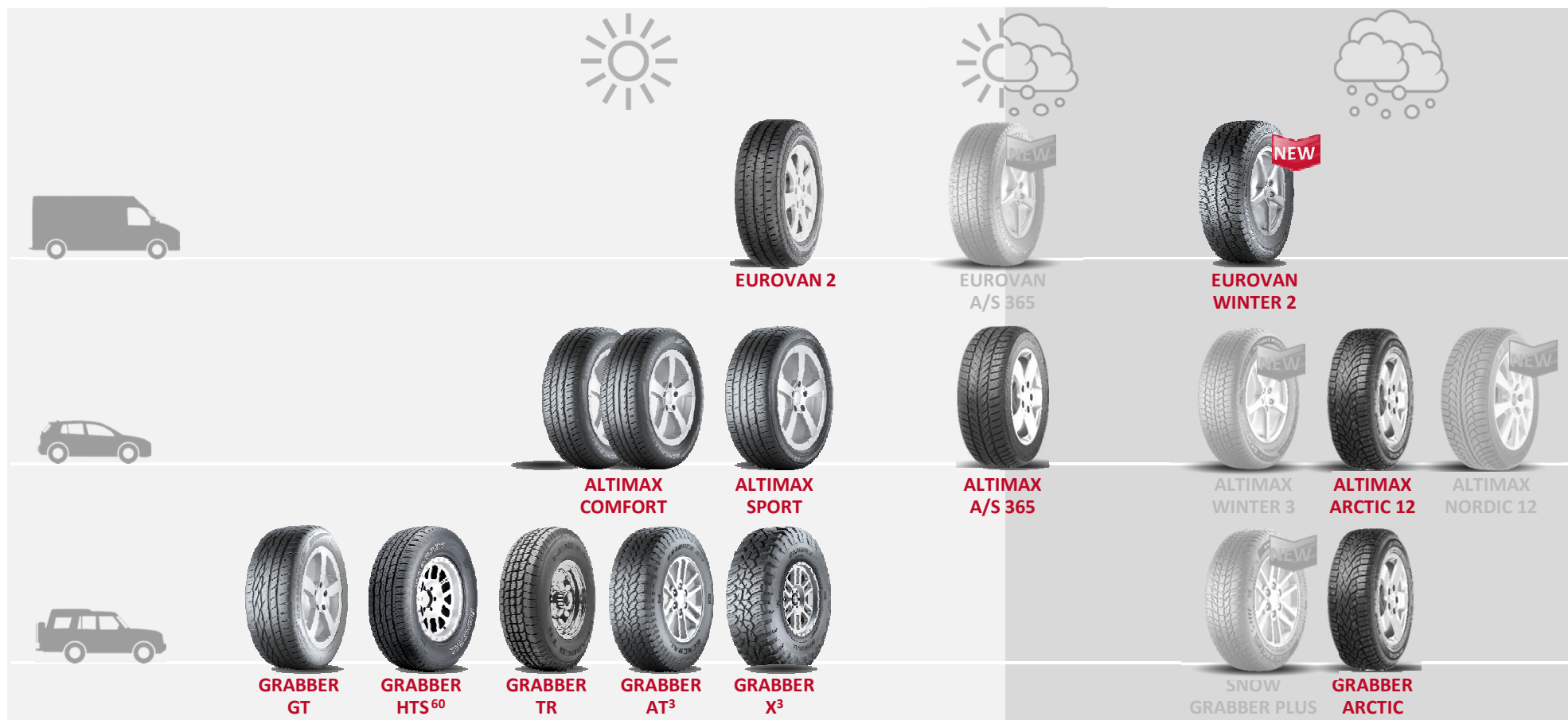
◀ **ALTIMAX NORDIC 12**

EU TYRE LABEL



Marketing

Brand Portfolio: Summer – All-Season – Winter



EUROVAN WINTER 2

THE WINTER PROFESSIONAL

ANYWHERE
IS POSSIBLE

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GENERAL TIRE

Technical Highlights

Development Goal



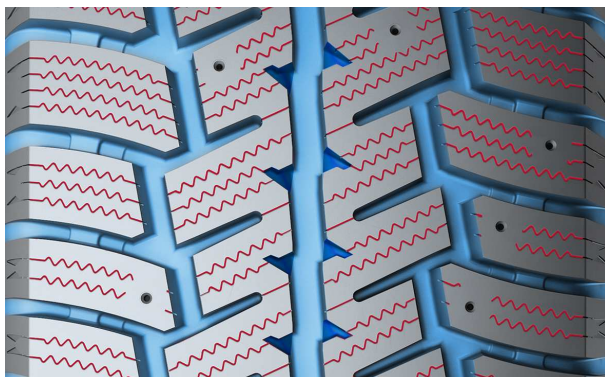
The new Eurovan Winter 2 is a winter tyre for a strong and cold winter.

- ▷ The Eurovan Winter 2 has a stable grip on snow over lifetime, due to **a new special winter compound**.
- ▷ To achieve an even better traction and braking performance on snowy and icy roads, **it is possible to stud the Eurovan Winter 2**, wherever it is legal.
- ▷ **Larger volume block contact area** leads to higher mileage.
- ▷ **Optimized pattern layout around stud position** improves stiffness distribution of the pattern which leads to an improved appearance after wear.



Technical Highlights

Eurovan Winter 2

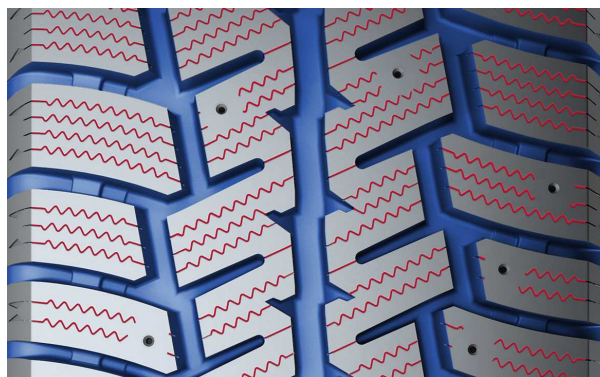


Customer Benefit

- ▷ Outstanding snow traction and snow handling
- ▷ Improved braking on snow

Feature

- ▷ Large number of **sipes** and multiple edges create “ice-scraper-effect”
- ▷ **Snow pockets** in center groove and optimized **snow filling capacity** in the footprint lead to increased snow to snow friction

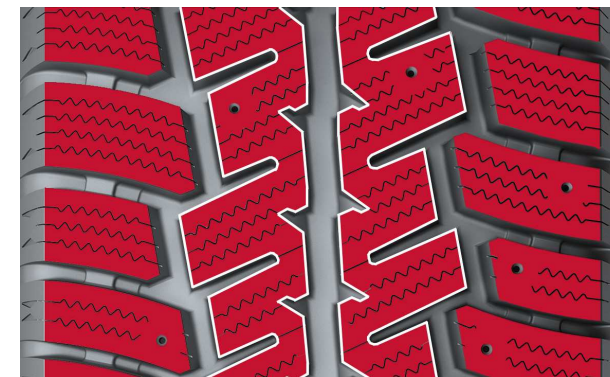


Customer Benefit

- ▷ Good braking on wet roads
- ▷ Resistance to aquaplaning and very good performance on snow slush

Feature

- ▷ **High sipe density** and optimal positioning of multiple grip edges
- ▷ Fast drainage of water from the contact area due to **wide drainage channels**



Customer Benefit

- ▷ Safe and excellent cornering handling
- ▷ Good directional stability

Feature

- ▷ **Compact shoulder blocks** improve cornering stability
- ▷ Two **central, solid tread ribs** improve straight driving

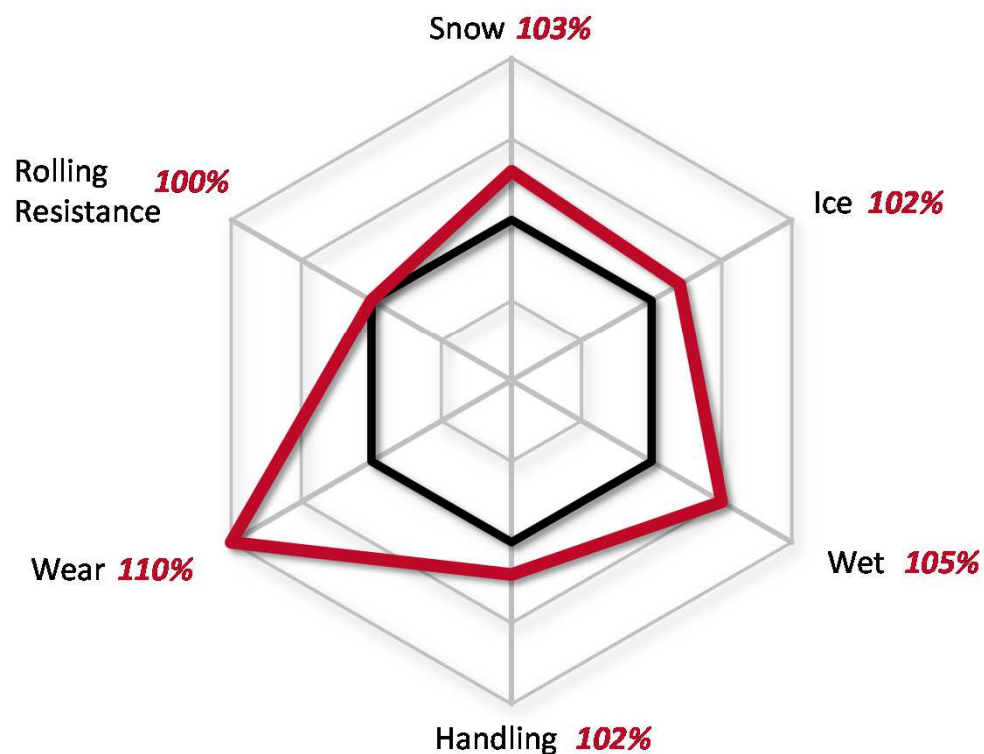
Technical Highlights

Performance Comparison & Sidewall Design



■ Eurovan Winter

■ Eurovan Winter 2



Market Launch

Product Range



Rim	Size
14"	185 R 14 C 102/100Q
15"	195/70 R 15 C 104/102R
15"	215/70 R 15 C 109/107R
15"	225/70 R 15 C 112/110R
16"	195/60 R 16 C 99/97T
16"	195/65 R 16 C 104/102T (100T)
16"	195/75 R 16 C 107/105R
16"	205/65 R 16 C 107/105T (103T)
16"	205/75 R 16 C 110/108R
16"	215/60 R 16 C 103/101T
16"	215/65 R 16 C 109/107R (106T)
16"	215/75 R 16 C 113/111R
16"	225/65 R 16 C 112/110R
16"	235/65 R 16 C 115/113R
16"	235/65 R 16 C 115/113R SD*

- ▷ Sizes: 14 (+ 1 studded*)
- ▷ Speed Rating: Q to T
- ▷ Width: 185 to 235
- ▷ Aspect Ratio: 60 to 85
- ▷ Rim diameter: 14" to 16"

AVAILABLE IN THE MARKET

- ▷ Q2 2017

EU TYRE LABEL



◀ EUROVAN WINTER 2

EUROVAN A/S 365

COMPETENCE IN EVERY SEASON

ANYWHERE
IS **POSSIBLE**

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GENERAL TIRE

Overview

Eurovan A/S 365

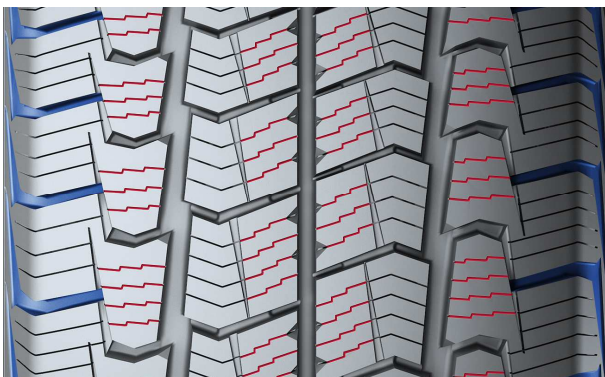


- ▷ General Tire's entry to European Van A/S market
- ▷ Development focus
 - ▷ 3PMS marking to ensure legal compliance in winter use
 - ▷ Balanced driving comfort
- ▷ Two C tires for speeds up to 210 km/h



Technical Highlights

Eurovan A/S 365

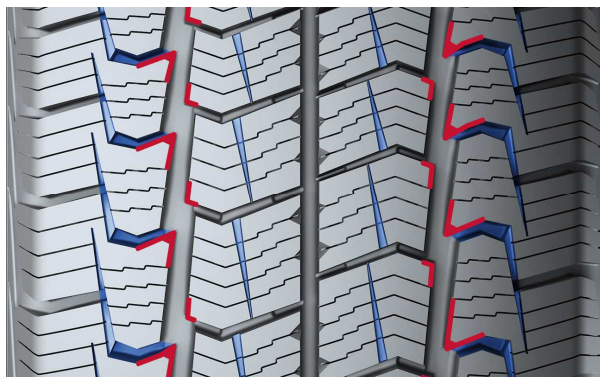


Customer Benefit

- ▷ High performance on wet roads
- ▷ Good aquaplaning resistance and short braking distances on wet roads

Feature

- ▷ **Step-sipes** with prolonged edge length improve interlocking with wet roads
- ▷ **Wide lateral shoulder grooves** lead to efficient water drainage

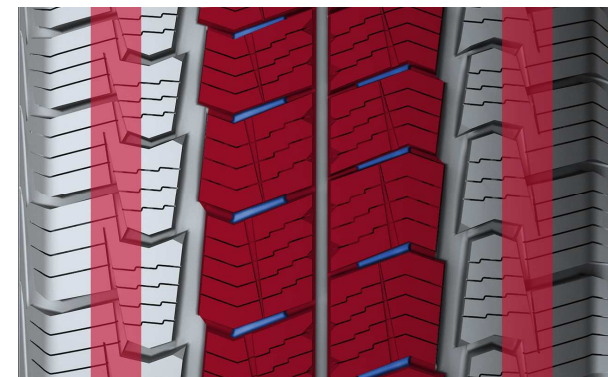


Customer Benefit

- ▷ Good grip on snow
- ▷ Strong braking performance on snowy roads

Feature

- ▷ Snow is trapped in the **pocket** and improves traction behavior due to snow-friction
- ▷ Enhanced traction on snow due to **step-shaped groove edges**



Customer Benefit

- ▷ Good directional stability and safe cornering on dry, wet and snowy roads

Feature

- ▷ **Ribbon structure** of the pattern with **tie bar** in center
- ▷ **Handling rib** in the shoulder improves vehicle dynamic due to stiffness distribution

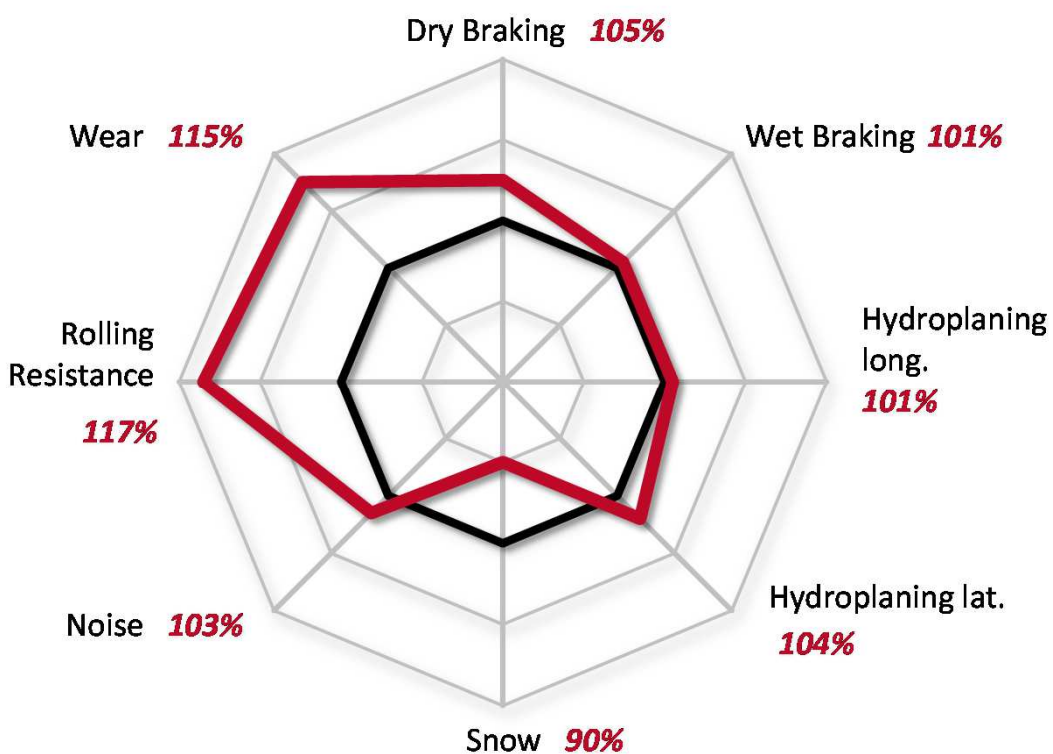
Technical Highlights

Performance Comparison & Sidewall Design



■ Eurovan Winter 2

■ Eurovan A/S 365



Scuffrib

Market Launch

Product Range



Rim	Size
15"	195/70 R 15 C 104/102R
15"	215/70 R 15 C 109/107R
15"	225/70 R 15 C 112/110R
16"	195/60 R 16 C 99/97H
16"	195/65 R 16 C 104/102T (100T)
16"	195/75 R 16 C 107/105R
16"	205/65 R 16C 107/105T (103H)
16"	205/75 R 16 C 110/108R
16"	215/65 R 16C 109/107T (106T)
16"	215/75 R 16 C 113/111R
16"	225/65 R 16 C 112/110R
16"	235/65 R 16 C 115/113R

- ▷ Sizes: 12
- ▷ Speed Rating: R to H
- ▷ Width: 195 to 235
- ▷ Aspect Ratio: 60 to 75
- ▷ Rim diameter: 15" to 16"

EU TYRE LABEL



AVAILABLE IN THE MARKET

- ▷ Q2 2017





New Products 2017

▷ Range Extension 2018

Grabber AT³ & Grabber X³ Status

Range Extension

Grabber A/S 365 -> 2018



Sneek Preview

Grabber A/S 365



- ▷ General Tire's new entry to European SUV/4x4 A/S market
- ▷ Planned market launch Q1-Q2/2018
 - ▷ 3PMS marking to ensure legal compliance in winter use
 - ▷ Starting range of 5 popular SUV/4x4 sizes

Rim	Size
17"	215/60R17 96H FR
17"	225/65R17 102V XL FR
17"	235/65R17 108V XL FR
18"	235/60R18 107V XL FR
19"	255/50R19 107V XL FR



Tire Line Addition 2018

Overview



4x4 / SUV			Passenger car		
Season	Pattern	Size	Season	Pattern	Size
SU	Grabber GT	285/35R23 107Y XL	SU	Altimax Sport	235/40R19 96Y XL
SU	Grabber HTS60	265/65R17 112H	WI	Altimax Winter 3	185/65R15 92T XL
SU	Grabber HTS60	265/60R18 110H	AS	Altimax A/S 365	195/45R16 84V XL
SU	Grabber AT ³	LT265/60R18 119/116S LRE			
SU	Grabber X ³	Additions from the US range			



New Products 2017

Range Extension 2018

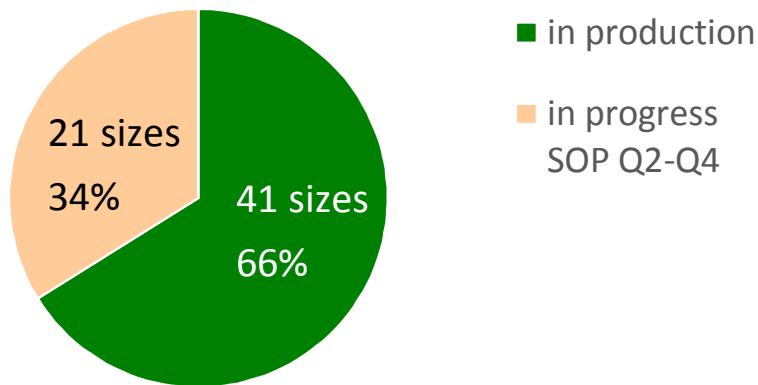
▷ **Grabber AT³ & Grabber X³ Status**

GRABBER AT³

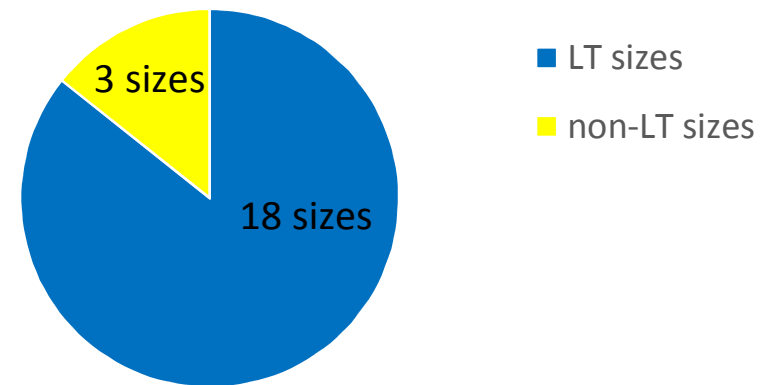
Industrialization Status



Grabber AT³ core range



Grabber AT³ sizes in progress



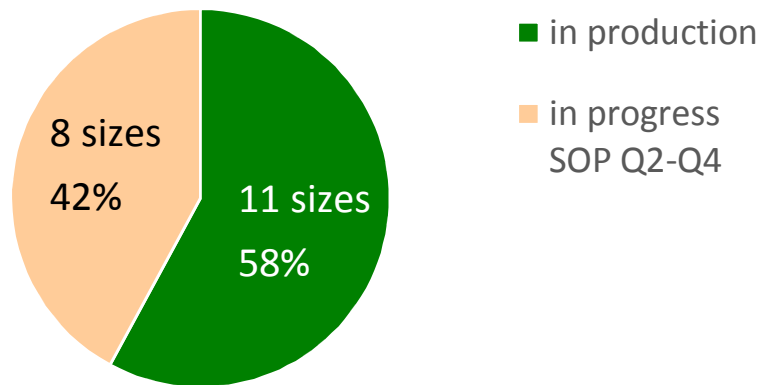
- ▷ Challenges in industrialization of a wide LT range
 - ▷ Long certification timing (UN-ECE, 3PMSF)
 - ▷ Highly complicated production process
 - ▷ Need for investment in machinery capable of LT production

GRABBER X³

Industrialization Status



Grabber X³ core range



▷ Challenges in industrialization of Grabber X³

- ▷ The complexity of LT production
- ▷ Limitation in 3 ply production capacity
- ▷ Need for investment in machinery

▷ POR and M+S marking

- ▷ Amendment to UNECE Regulations effective Mar 2017.
- ▷ Possible to receive UN Certificates for POR tires marked with M+S.
- ▷ Target: all 8 sizes in progress will receive POR and M+S marking from the start.
- ▷ UN Certification for 11 running sizes in progress.

GRABBER X³

Industrialization Status



- ▷ Addition of the US sizes to EMEA range (from Q2 to Q4 2018)
- ▷ UN Certification to be granted.

Size	LI&SI	LR	SW
255/75 R 17	111/108Q	C	BSW
265/70 R 17	121/118Q	E	SRL
265/75 R 16	112/109Q	C	SRL
285/70 R 17	121/118Q	E	SRL
295/70 R 17	121/118Q	E	SRL
295/70 R 17	121/118Q	E	BSW
305/55 R 20	121/118Q	E	BSW
305/55 R 20	121/118Q	E	SRL

Size	LI&SI	LR	SW
33 X 10.50 R 15	114Q	C	SRL
33 X 12.50 R 17	114Q	D	SRL
33 X 12.50 R 18	118Q	E	SRL
33 X 12.50 R 18	118Q	E	BSW
33 X 12.50 R 20	114Q	E	BSW
35 X 12.50 R 17	121Q	E	SRL
35 X 12.50 R 17	121Q	E	BSW
35 X 12.50 R 20	121Q	E	BSW
35 X 12.50 R 20	121Q	E	SRL

OE APPROVAL

Mercedes G-Class



- ▷ LT265/75R16 121/118R (123/120Q) LRE FR GRABBER AT2
- ▷ Vehicle model: G300
- ▷ OE delivery has started.
- ▷ Mainly military business
- ▷ Swiss, Australian, Algerian Armies etc.





GENERAL TIRE

