



Press Release

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Sava improves the performance of its summer Ultra-High Performance tire; unveiling the Intensa UHP 2

Brussels, February 2017 – The summer Ultra-High Performance (UHP) tire segment is growing steadily. In 2010 the summer UHP market accounted for 14% of all summer tire sales, by 2015 this segment represented 18% of the total summer tire sales¹. European tire manufacturer Sava is accommodating this growing segment with the recently launched Intensa UHP 2, a tire with enhanced features for a better performance on dry and wet roads².

Power braking on dry roads

As braking is the number one feature UHP consumers are looking for in summer tires³, Sava uses stiff outside shoulder blocks for the Intensa UHP 2. These straight, robust blocks enable a better force transmission, ensuring a powerful braking performance.



Confident driving on wet roads



Sava also focused on improving² the Intensa UHP 2's handling in wet conditions. Thanks to an optimized cavity, the tire's footprint adapts progressively to changing external forces, giving the driver improved control on wet roads.



¹ ETRMA Europool – EMEA – RE Summer- FY 2010-2015

² Compared to predecessor

³ TNS UK – Consumer Needs Research 2014



By refining the tire construction, the Intensa UHP 2 optimizes the friction surface and energy loss resulting in a reduced fuel consumption and a higher mileage².

Value for money

The Intensa UHP 2 establishes itself as a responsible purchase, by providing European quality while being friendly to the wallet.

“In a growing market segment, Sava now offers a budget-friendly UHP tire that has great handling on wet and dry surfaces,” said Martijn de Jonge, Brand Director Consumer PBU EMEA at Goodyear. “Giving consumers a great performance at a budget price.”

The Sava Intensa UHP 2 will be available in 35 sizes, covering approximately half of the summer UHP market.⁴

Available from December, 2016	225/45R18 95Y XL
225/40R18 92Y XL	255/35R18 94Y XL
225/50R17 98Y XL	235/50R18 101Y XL
205/40R17 84Y XL	245/35R18 92Y XL
235/45R17 97Y XL	255/30R19 91Y XL
205/50R17 93Y XL	265/35R18 97Y XL
245/40R17 95Y XL	255/35R20 97Y XL
245/35R19 93Y XL	255/35R19 96Y XL
Available from January, 2017	Available from March, 2017
215/50R17 95Y XL	215/40R17 87Y XL
225/55R17 101Y XL	245/40R18 97Y XL
235/40R18 95Y XL	235/55R17 103Y XL
235/35R19 91Y XL	245/40R19 98Y XL
215/55R17 98W XL	255/40R19 100Y XL
225/45R17 91Y	235/45R18 98Y XL
225/45R17 94Y XL	245/45R18 100Y XL

⁴ Europool 2010-2015 by SIZE _ East+West incl Baltics incl Turkey.xlsx 1121 - Car Summer Standard, 17" and above and Speed Index: W,Y,Z



EUROPEAN QUALITY TIRES

Available from February, 2017	245/45R17 99Y XL
205/45R17 88Y XL	255/45R18 103Y XL
215/45R17 91Y XL	225/40R19 93Y XL
225/35R19 88Y XL	

About Sava Tires

Sava is a leading brand in Goodyear's product portfolio and is one of the best-known tire brands in Central and South East Europe. The brand name originates from the town in Slovenia, where Goodyear has a large manufacturing facility, providing a wide range of commercial vehicle and passenger car tires. Sava tires are sold throughout Europe and exported to other parts of the world. When buying Sava-branded tires, customers acquire European quality products driven by Goodyear technology.

For more information on Sava Tires, visit www.sava-tires.com.