

Dunlop offers winter performance to SUV drivers

Dunlop leverages its extensive Winter Sport range heritage to deliver a high-performance tire for SUVs: the Winter Sport 5 SUV

Winter performance ranks high in the minds of car lovers when looking for winter tires¹. And with the rise of SUV sales, Dunlop has decided to leverage its winter tire expertise to deliver better² grip and handling for SUV drivers. The new Winter Sport 5 SUV was made available in June 2016.



Better performance on snow for SUVs²

There are many ways to react to winter conditions. While 50% of European drivers find icy and snowy roads the most challenging weather conditions to drive in³, over 40% of car lovers seek winter performance. When buying winter tires, grip and handling will get their attention¹.

Another interesting phenomenon is the sharp increase in the production of SUVs and 4x4 vehicles; an increase which is only expected to continue in the coming years⁴. The growing demand for SUV tires that comes along with this development, combined with the outstanding Winter Sport 5 test results (crowned test winner by *AutoBild* and

¹ Source: Features, Actions & Benefits study 2015 – MRI – Dunlop Germany

² Enhanced vs. predecessor SP Winter Sport 4D

³ Source: Brand Equity Tracking (2015) – Millward Brown

⁴ Source: Global Insights 2015; IHS LV -Sales base- EMEA

SportsCars, “highly recommendable” by *Auto Motor und Sport* and “recommendable” for the *ACE Test*)⁵ created a natural demand for new SUV sizes.

Martijn De Jonge, Goodyear Dunlop’s Director Brand Consumer EMEA: *“Like winter conditions, SUVs call for specific characteristics from the tire. SUVs have a higher center of gravity and are also heavier. Therefore, forces applying to the tire are stronger, making braking and handling more challenging. Special features are required to maintain control on the road. This is why our engineers have leveraged the best of our winter and SUV expertise to meet these requirements and our customers’ expectations. The result is the Winter Sport 5 SUV, which demonstrates enhanced grip and handling capabilities.”*

Excellent grip and performance to tackle a variety of winter surfaces

The Winter Sport 5 SUV meets the customers’ most important requirements.

- When asked about winter tire benefits of key importance, 89% of car lovers agree on "**excellent grip on wet roads**" and 83% mention "**excellent resistance to aquaplaning**"⁶. The Winter Sport 5 SUV demonstrates improved⁷ aquaplaning defense thanks to amplified depth of grooves, evacuating bigger volumes of water.
- 88% of car enthusiasts consider "**excellent cornering on wet roads**" a key tire benefit⁶. The Winter Sport 5 SUV offers supreme lateral grip on slippery surfaces



⁵ 2015 Tests on Dunlop Winter Sport 5. AutoBild, 11/2015; 215/65 R16 98H. SportsCars, 11/2015; 225/45 R18 95V. Auto Motor und Sport, 21/2015; 225/50 R17. ACE Test, 09/2015; 225/50 R17.

⁶ Source: Features, Actions & Benefits study 2015 – MRI – Germany, Sweden, Russia, Poland

⁷ Improved vs. predecessor SP Winter Sport 4D

thanks to angled central sipes, now parallel to block edges, for an improved⁸ ability to open and grab onto surfaces.

- An equally important tire benefit, "**excellent grip on snow covered roads**", is sought by 86% of car enthusiasts⁹. The Winter Sport 5 SUV delivers enhanced⁸ performance on snow-covered roads thanks to the optimized number and geometry of its blocks, leading to increased rigidity and therefore uniform pressure distribution.



Fitment for the most exclusive cars

Dunlop's Winter Sport range can already be fitted with the most exclusive cars of many demanding car manufacturers. The range is now available to SUVs, with 14 sizes covering over 50% of the market¹⁰.

Full tire sizes	Example of general vehicle fitment
215/70R16 100T	Chevrolet Captiva, Lexus RX, Opel Antara
235/55R17 103V XL	Audi Q3, Ford Kuga
235/55R19 105V XL	Range Rover Evoque
255/55R19 111V XL	Land Rover Discovery 4, Range Rover
235/65R17 108H XL	Range Rover Sport, Porsche Cayenne, Volkswagen Touareg
275/40R20 106V XL	Porsche Cayenne, Porsche Cayenne Turbo
235/65R17 104H	Audi Q5, BMW X5, Grand Cherokee, Jeep Commander
235/65R17 108V XL	Land Rover Discovery Sport, Porsche Cayenne, Volkswagen Touareg

⁸ Improved vs. predecessor SP Winter Sport 4D

⁹ Source: Features, Actions & Benefits study 2015 – MRI – Germany, Sweden, Russia, Poland.

¹⁰ Source: Europol 2015, Winter SUV.

235/60R18 107H XL	Land Rover Discovery Sport, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg
235/60R18 107V XL	Land Rover Discovery Sport, Range Rover Evoque
215/60R17 96H	Audi Q3, BMW X3, Jeep Patriot, Jeep Renegade, Volkswagen Tiguan
255/50R19 107V XL	Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg
255/55R18 109V XL	Audi Q7, BMW X5, Range Rover Sport, Porsche Cayenne, Porsche Cayenne Turbo, Volkswagen Touareg
225/65R17 102H	Subaru Outback, Toyota RAV4

About Dunlop

Dunlop is one of the world's leading brands for high and ultra-high performance tires with an impressive track record of motor sport successes. Dunlop's extensive racing experience has led to innovative technologies for tires designed for everyday motoring. Always looking to maximize driving pleasure, Dunlop offers all types of motorists the performance and durability of the latest tire technologies. For more information on Dunlop, visit www.dunlop.eu