



## Press Release

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### Sava unveils Eskimo HP2, its next generation Winter High Performance tire

**Brussels, Belgium. June 2016** - Winter High Performance tires are becoming increasingly popular. Accounting for over 42% of total purchased winter tires nowadays,<sup>1</sup> it is forecasted<sup>2</sup> that sales will continue to increase in the coming years. Sava relies on the best of European technology for enhancing its Winter Higher Performance offering and launches the Sava Eskimo HP2 today, a tire that provides increased control on snow and ice<sup>3</sup>.

The main features sought by consumers include better grip, as well as improved braking on icy, wet and slushy roads.<sup>4</sup> This is why Sava drew on the best of its winter tire expertise to develop the second generation of its Winter High Performance tire, the Sava Eskimo HP2.

#### Better control on snowy and icy roads<sup>3</sup>

To enhance control on wintry roads, the Eskimo HP2 can rely on two main qualities. First of all, its hook-shaped ribs hit snow-covered roads to improve both acceleration and handling.



Secondly, the multi-radius tire contour generates a long and wide footprint with even pressure distribution between tire and road, providing an outstanding road contact patch on icy and slippery roads, hence increasing control.



<sup>1</sup> ETRMA Europool – EMEA – Winter - 2010-2015

<sup>2</sup> Global Insights 2015; IHS (C,D and E vehicle segment, Light Vehicle -Sales base- EMEA

<sup>3</sup> Compared to predecessor Eskimo HP.

<sup>4</sup> KANO research study 2011 -run in 7 markets (UK, France, Germany, Spain, Italy, Russia and Poland).



### Improved<sup>5</sup> handling on dry and wet roads

Sava's engineers also focused on improving the overall handling. The outside blocks were reinforced. More robust blocks increase force transfer capability and provide exceptional dry handling and braking<sup>5</sup>.



Furthermore, the circumferential grooves have been optimally placed, so as to absorb and disperse water and slush rapidly out of the tire tread. This feature provides excellent contact on wet roads.

By August 2016, 23 sizes will be available, covering 69% of the market<sup>6</sup> :

<b>Available from June 1<sup>st</sup>, 2016</b>	195/55 R16 87H
225/45 R17 91H	205/60 R16 96 H XL
225/45 R17 94 V XL	215/65 R16 98H
195/50 R15 82H	225/55 R16 95H
205/55 R16 91H	225/55 R17 101V XL
205/55 R16 94H XL	<b>Available from July 1<sup>st</sup>, 2016</b>
205/65 R15 94H	195/65 R15 91H
215/50 R17 95V XL	215/60 R16 99H XL
215/55 R16 93H	215/65 R15 96H
215/55 R17 98 V XL	<b>Available from August 1<sup>st</sup>, 2016</b>
255/50 R17 98V XL	195/55 R16 87T
195/55 R15 85H	205/60 R16 92H
225/40 R18 92 V XL	205/65 R15 94T

<sup>5</sup> Compared to predecessor Eskimo HP.

<sup>6</sup> ETRMA Europool – EMEA – Winter - 2010-2015



### **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 Southeast Europe. The brand name originates from Slovenia, where Goodyear has a large manufacturing facility, and offers 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](http://www.sava-tires.com).