



Press Release

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Sava improves the performance of its summer UHP tire, unveiling the Intensa UHP 2

Brussels, February 2017 – The summer Ultra-High Performance tire segment is growing steadily. In 2010 the summer UHP market accounted for 14% of all summer tire sales, as of 2015 this segment represents 18% of the total summer tire sales¹. European tire manufacturer Sava wants to accommodate 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 focused on improving² the Intensa UHP 2's handling in wet conditions. Thanks to optimized cavity, the tire's footprint adapts progressively to changing external forces, giving the driver improved control on wet roads.

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.



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

² Compared to predecessor

³ TNS UK – Consumer Needs Research 2014



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 dry and wet 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
Available from February, 2017	245/45R17 99Y XL
205/45R17 88Y XL	255/45R18 103Y 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

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 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.