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TYRES

DRIVEWAYS
 **SPORT**



DRIVEWAYS
 **SPORT**

PRODUCT PRESENTATION

- **Product Segmentation and Product Concept**
- **Technical Features and Performance**
- **Line up**



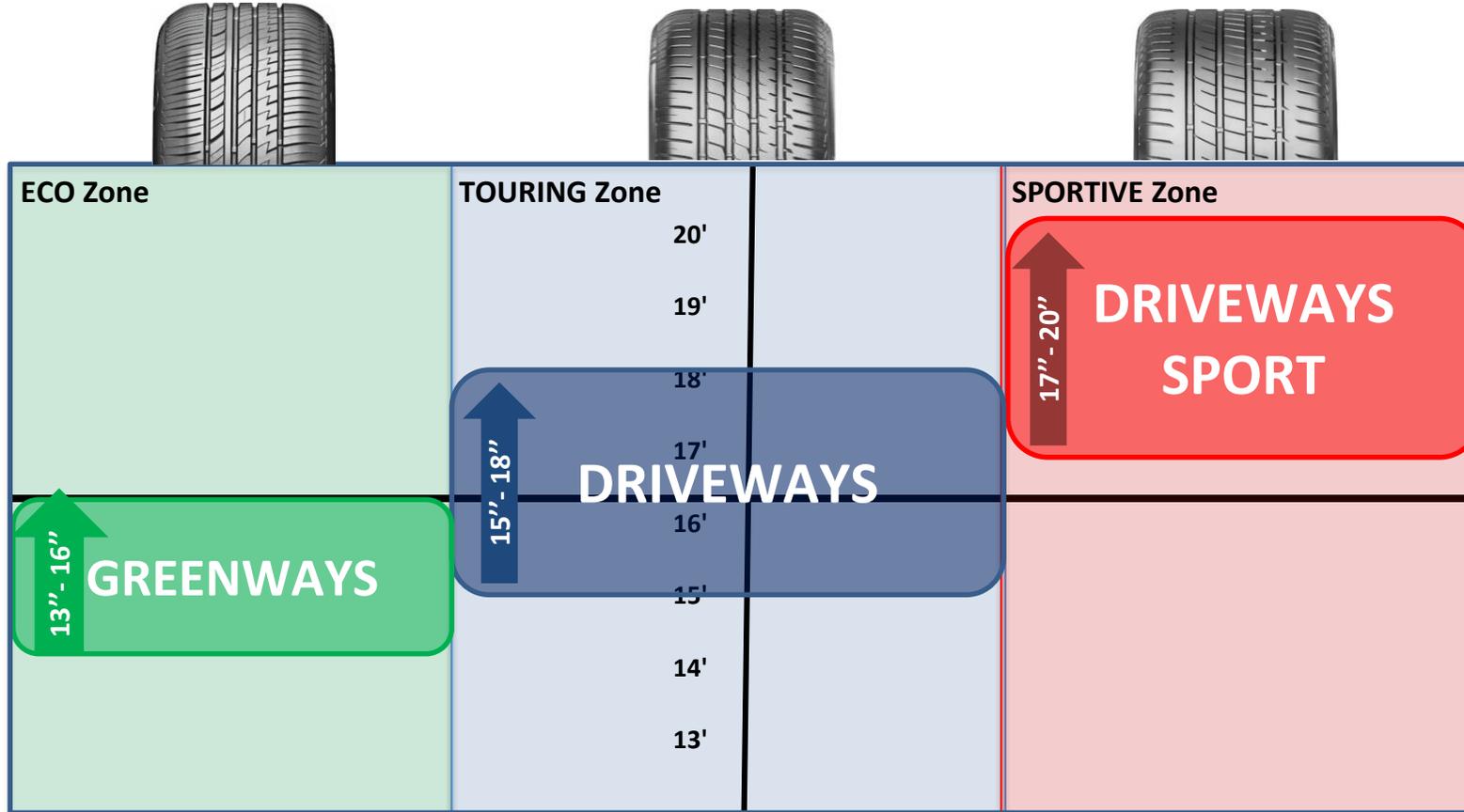
➤ **Product Segmentation and Product Concept**

➤ **Technical Features and Performance**

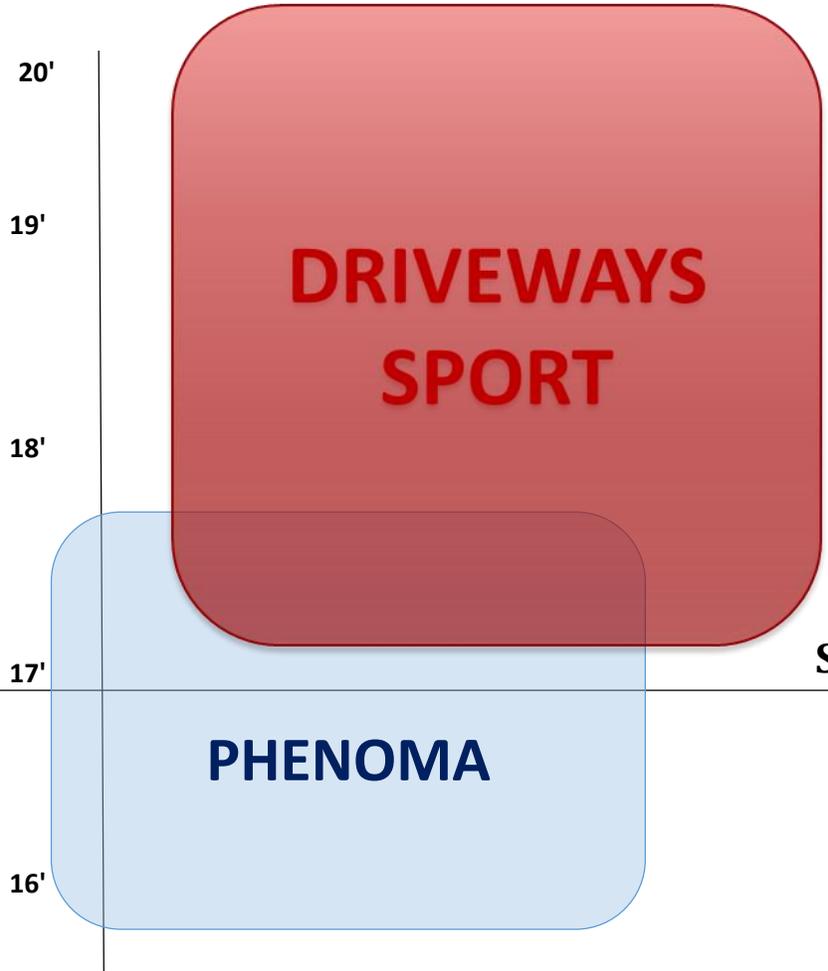
➤ **Line up**



Passenger Product Positioning Map



Product Positioning



SPORT PERFORMANCE



Target Vehicles

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Compact, medium and luxury sports and high-performance vehicle users who prefer enjoying sporty driving sensations.



Product Fitment by Car Models



20"	 AUDI A5	 AUDI A6	 PORSCHE PANAMERA				
19"	 AUDI A5	 AUDI A6	 AUDI A7	 JAGUAR XJ	 CITROEN C5	 OPEL INSIGNIA	
18"	 AUDI TT	 AUDI S4	 AUDI S5	 VOLVO S60	 VW GOLF R32	 Mercedes-Benz S	 Mercedes-Benz CLS
17"	 AUDI TT	 Mercedes SLK	 VW Scirocco	 VW Passat	 AUDI A3 Sportback	 Mazda MX-5	 Alfa Romeo Mito



Compact, medium, luxury sports and high-performance vehicles



**High performance without
compromising durability...**

*Driveways Sport is a "High performance" tyre developed for **compact, medium, luxury and sportive car users** who enjoy **sporty driving** style.*



➤ Product Segmentation and Product Concept

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Technical Features

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Safety & Control

Improved wet performance

Better handling in all weather conditions

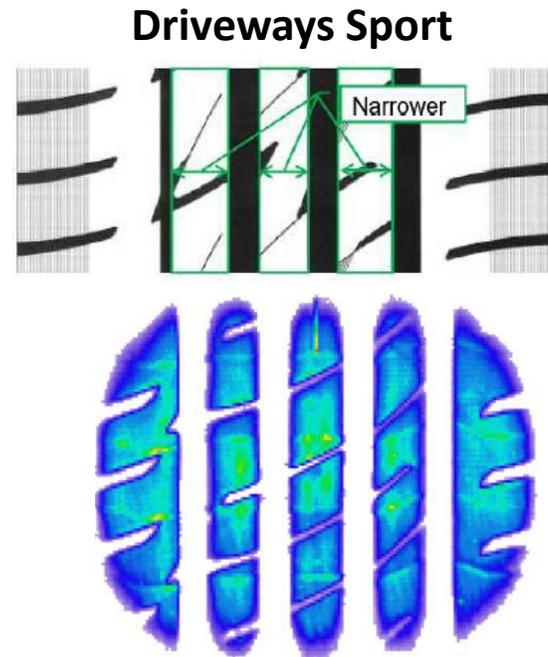
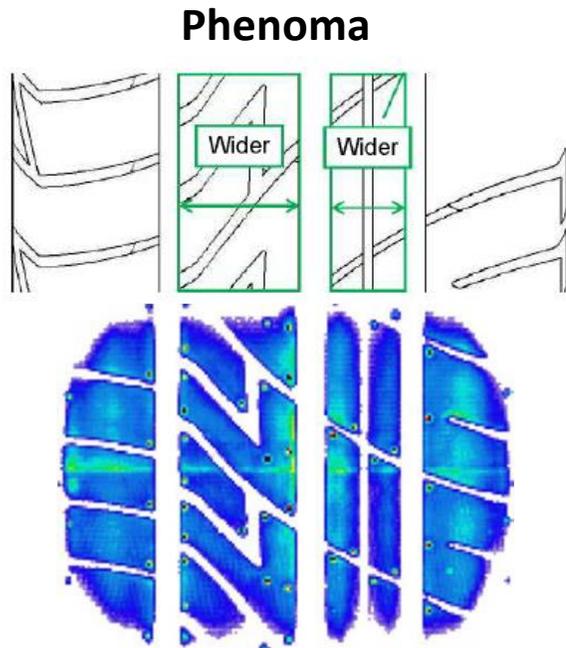
Shorter wet & dry brake distance

High performance sport tire without compromising durability...



New Pattern Design

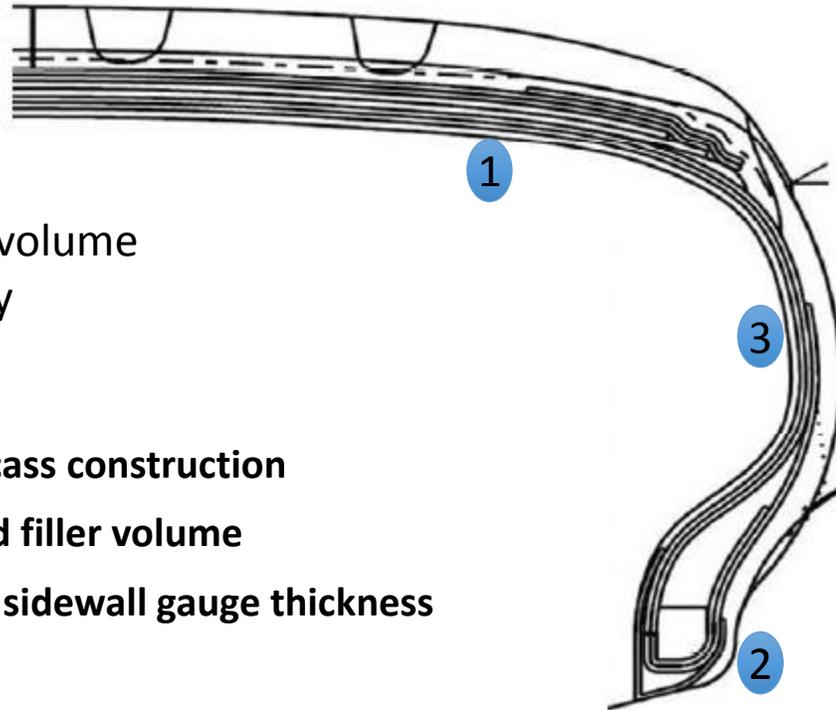
- ✓ Narrower ribs compared to Phenoma, helps heat reduction.
- ✓ Improved wet and dry performance
- ✓ Shorter wet and dry brake distance



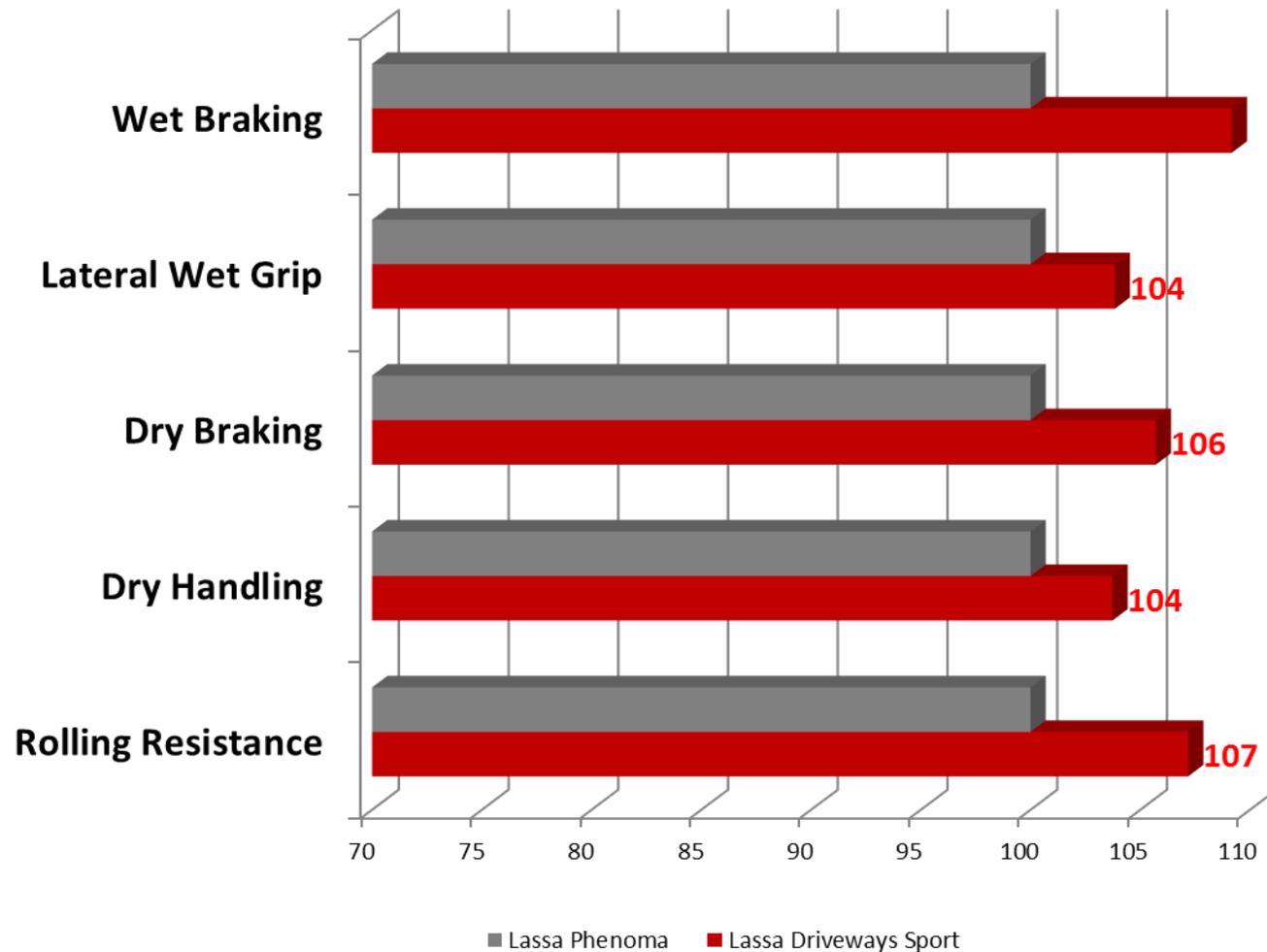
New Construction

- Have lighter weight construction
New technologies that helps rubber volume
without comprimising from durability

- ❶ New carcass construction
- ❷ Low bead filler volume
- ❸ Reduced sidewall gauge thickness



Test Results vs. Lassa Phenoma

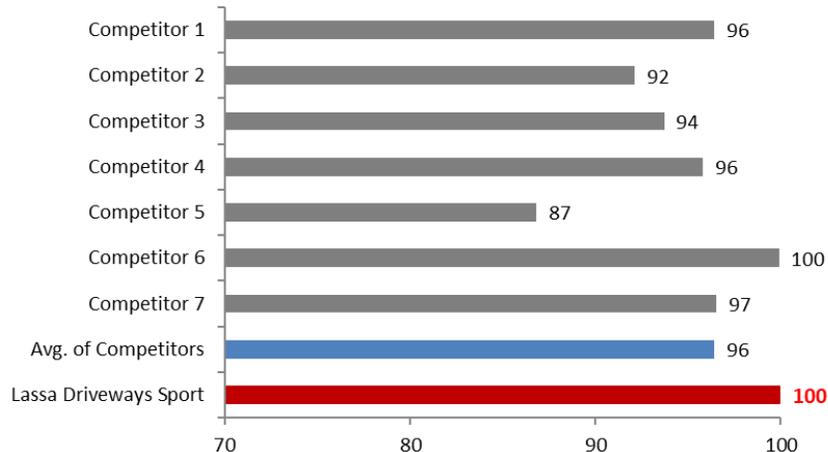


TÜV SÜD benchmark test results (Report No. 713085909-DS-BM, July-September 2016, size 225/45R17 94Y XL)

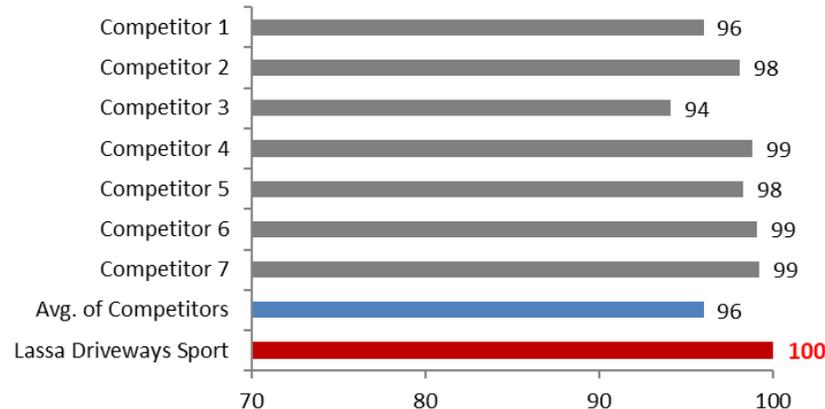
Test Results vs. Competitors



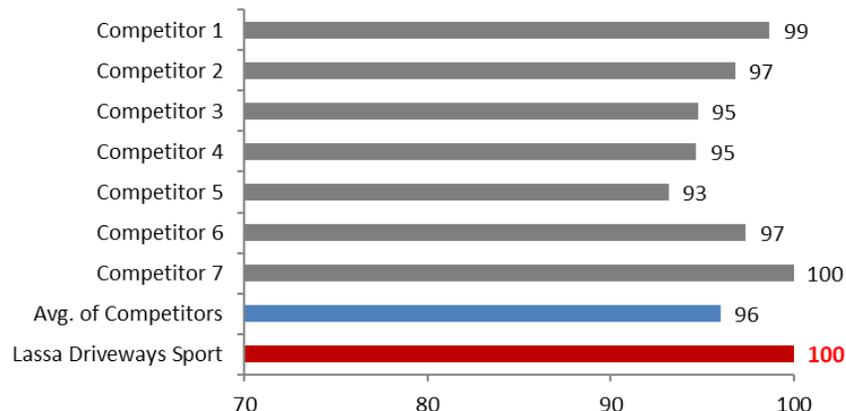
WET BRAKING



DRY HANDLING



DRY BRAKING



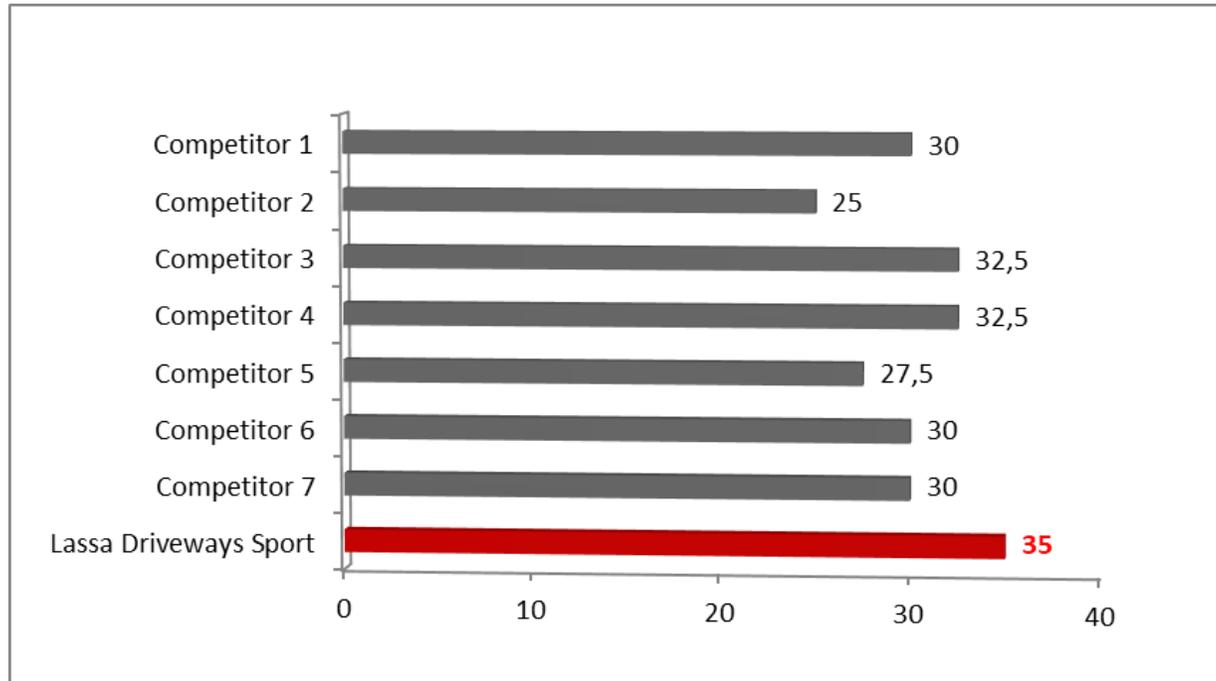
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Test Results vs. Robustness

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Lassa Driveways Sport is the most durable tire that lost air in highest speed within the competitors in Harsh Use Test.

Harsh Use Test condition: Tires run over a defined rail and the speed is stepwise raised during the test

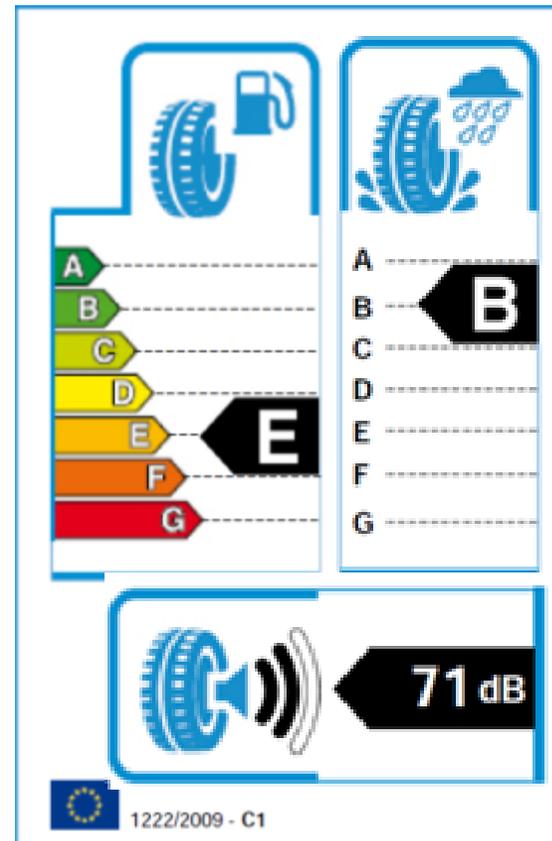
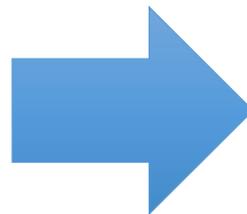
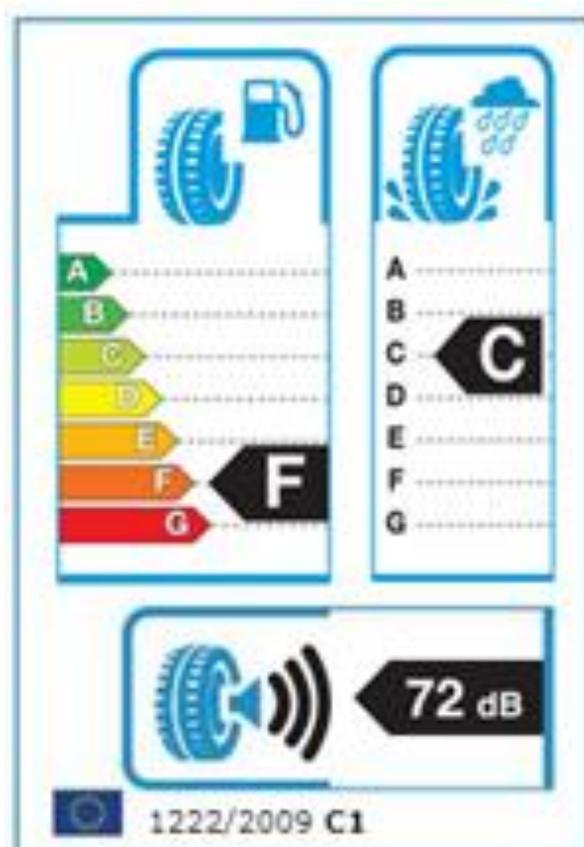


TÜV SÜD benchmark test results (Report No. 713085909-DS-BM, July-September 2016, size 225/45R17 94Y XL)

Label Grades

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➤ Product Segmentation and Product Concept

➤ Technical Features and Performance

➤ **Line up**



Size Line Up



Rim	Series	Size	
17	40	245/40R17 95Y XL DRIVEWAYS SPORT	
	45	205/45R17 88W XL DRIVEWAYS SPORT	
		215/45R17 91Y XL DRIVEWAYS SPORT	
		225/45R17 94Y XL DRIVEWAYS SPORT	
		235/45R17 97Y XL DRIVEWAYS SPORT	
		245/45R17 99Y XL DRIVEWAYS SPORT	
18	35	255/35R18 94Y XL DRIVEWAYS SPORT	
	40	225/40R18 92W XL DRIVEWAYS SPORT	
		225/40R18 92Y XL DRIVEWAYS SPORT	
		235/40R18 95Y XL DRIVEWAYS SPORT	
		245/40R18 97Y XL DRIVEWAYS SPORT	
	45	225/45R18 95Y XL DRIVEWAYS SPORT	2018
		235/45R18 98Y XL DRIVEWAYS SPORT	2018
		255/45R18 103Y XL DRIVEWAYS SPORT	
	50	245/50R18 W DRIVEWAYS SPORT	2018

Rim	Series	Size	
19	35	225/35R19 88Y XL DRIVEWAYS SPORT	2018
		235/35R19 91Y XL DRIVEWAYS SPORT	
		255/35R19 96Y XL DRIVEWAYS SPORT	
	40	245/40R19 98Y XL DRIVEWAYS SPORT	
		255/40R19 100Y XL DRIVEWAYS SPORT	
20	35	255/35R20 97Y XL DRIVEWAYS SPORT	
		295/35R20 105Y XL DRIVEWAYS SPORT	
	40	255/40R20 101Y XL DRIVEWAYS SPORT	

Size line up to 19 & 20 inches
Almost all sizes have Y speed symbol.



Product Fitment by Sizes



Tread Width	Series	Rim	Speed Code	Load Index	XL	Fitment	
295	35	20	Y	105		Panamera front axle	
255	35			97		Audi A6,A5	
255	40			101		Panamera rear axle	
255	35	19	Y	96		Audi TT, A5	
235	35			91		VW Sirocco	
255	40			100		Jaguar XJ Series, Audi A7, A6	
245	40			98		Citroen C5, Opel Insignia, A4	
255	35	18	Y	94	XL	Mercedes C series, Mercedes SLK rear axle	
255	45			103		Mercedes S series, Mercedes CL Series	
245	40			97		Audi TT, Audi S5, Audi S4	
235	40			95		VW Sirocco, Mercedes SLK, Mercedes A Class, Volvo S60	
225	40			92		Mercedes C series, VW Golf, Mercedes A Class	
225	40		W	Mercedes C series			
245	40		17	Y		94	Mercedes SLK and CLK rear axle
245	45					99	Audi TT, Mercedes CLS, Mercedes SLK
235	45	97			VW Sirocco, VW Passat CC, VW Passat		
225	45	94			Audi A3 Sportback, VW Golf, Honda Civic Sport, VW Sirocco, Mercedes C Sports Coupe, Mercedes SLK and CLK front axle		
215	45	91		Kia Cerato, Toyota GT86			
205	45	W		88	Kia Rio Sporty, Citroen DS3, Mazda MX-5, Peugeot 208 GTI, Mini Cooper, Alfa Romeo Mito		



THANK YOU!



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