

 **LASSA**  
TYRES

**DRIVEWAYS**



**DRIVEWAYS**

**PRODUCT PRESENTATION**

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



## ➤ **Product Segmentation and Product Concept**

## ➤ **Technical Features and Performance**

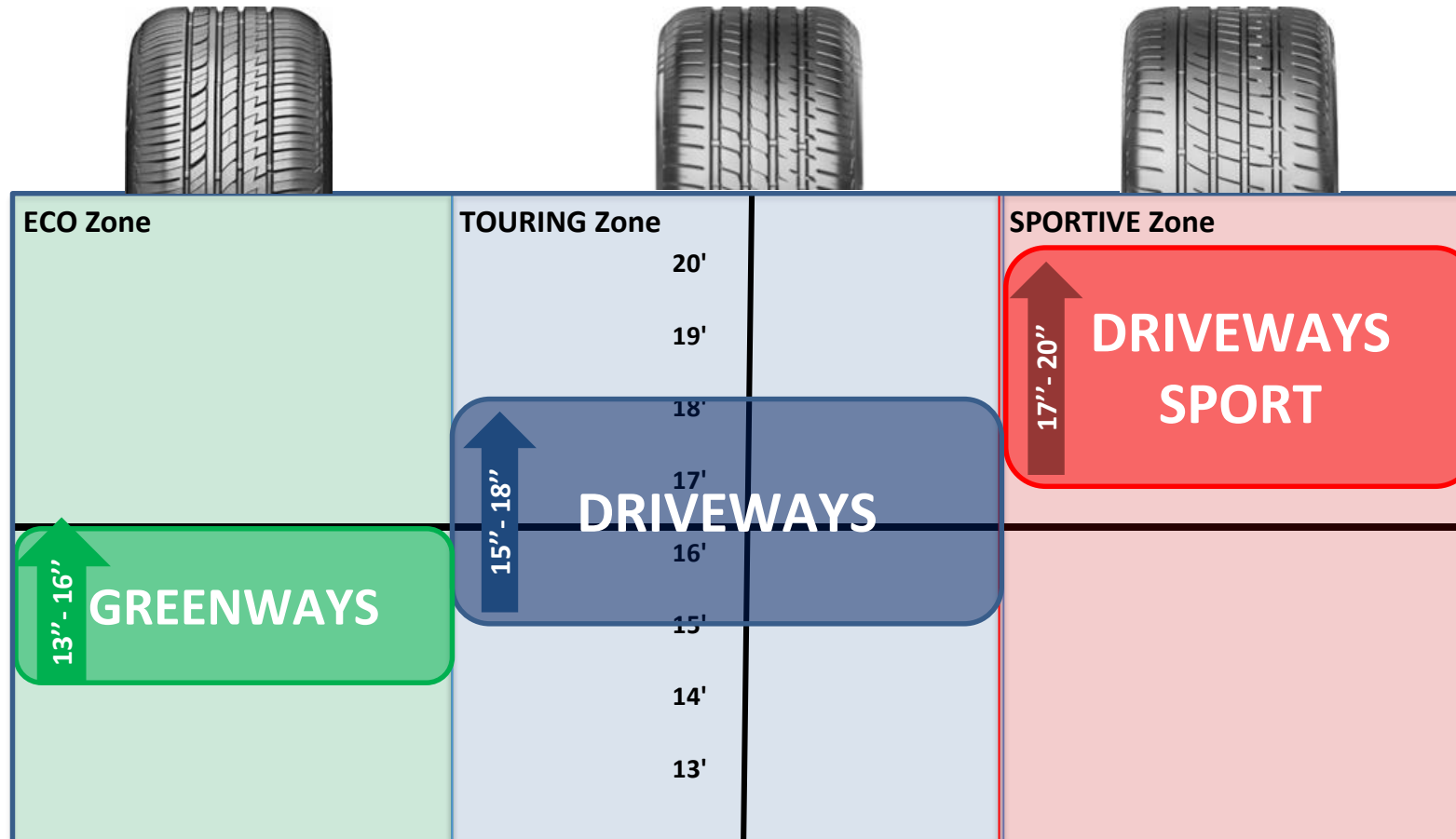
## ➤ **Line up**



# Passenger Product Positioning Map



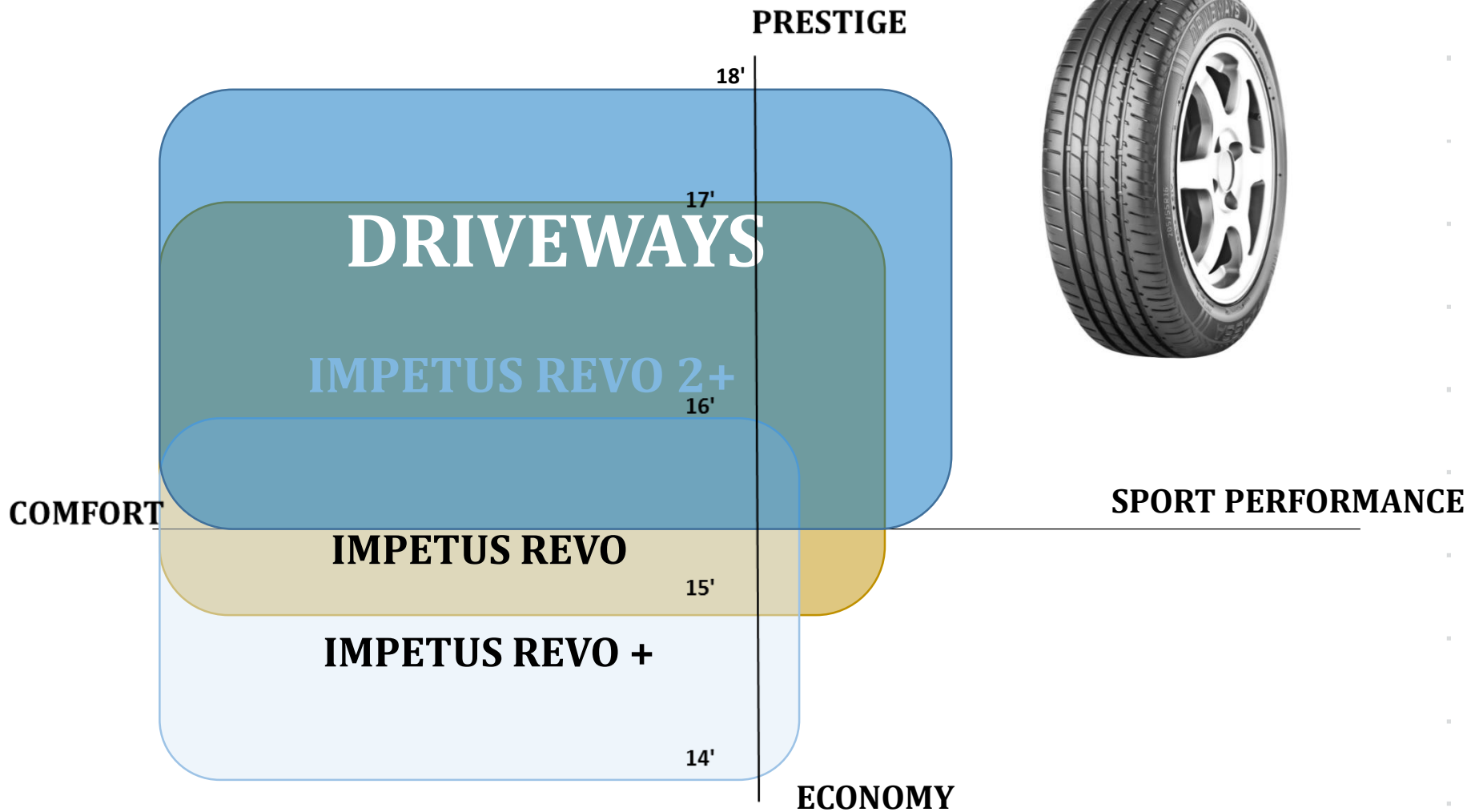
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# DRIVEWAYS Positioning



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# Target Vehicles

From middle class sedans to upper class comfort automobiles;  
Customers who expect for long wear life and durability without  
compromising safety...



# Product Fitment by Car Models

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18"	 FORD MONDEO	 PEUGEOT 508	 JAGUAR XF	 CITROEN C5	 OPEL INSIGNIA		
17"	 VW PASSAT	 Mercedes-Benz E	 Mercedes-Benz CLS	 JAGUAR XJ	 SKODA SUPERB	 VOLVO S80	
16"	 VOLVO V60	 FORD C-MAX	 BMW 5	 TOYOTA COROLLA	 RENAULT MEGANE	 VW JETTA	
15"	 SKODA OCTAVIA	 RENAULT FLUENCE	 Mercedes-Benz B	 FIAT ALFA	 FORD FOCUS	 KIA CERATO	 CHEVROLET AVEO

From middle class sedans to upper class comfort automobiles





## Performance and Comfort without compromising durability...

*Driveways is a "Comfort tyre" developed for a considerably **wide vehicle pool** ranging from **middle class sedans** to **upper class comfort automobiles**.*



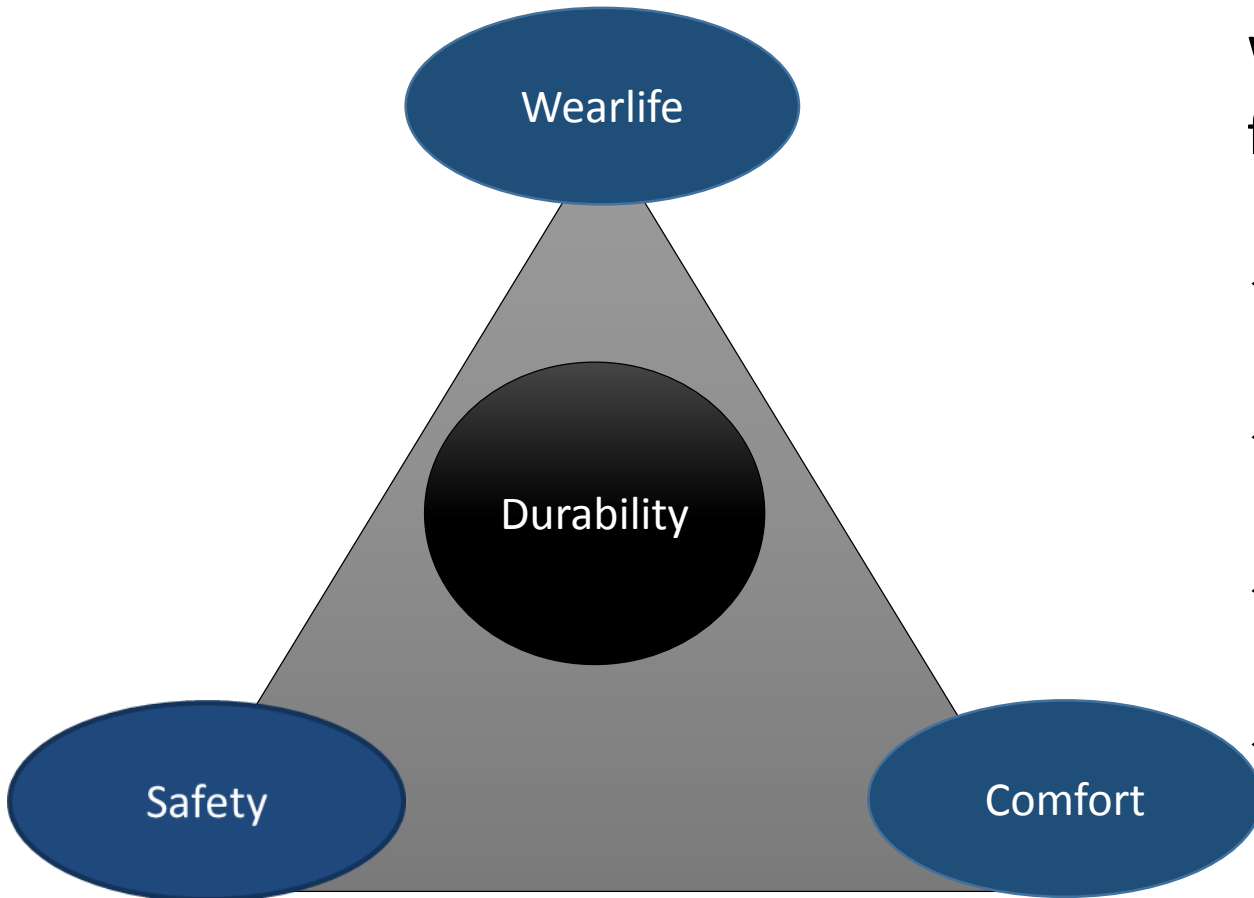


➤ Product Segmentation and Product Concept

➤ **Technical Features and Performance**

➤ Line up





Without compromising durability and fuel efficiency performance.

- ✓ Improved wet handling
- ✓ Longer wearlife
- ✓ Lower rolling resistance
- ✓ Comfort

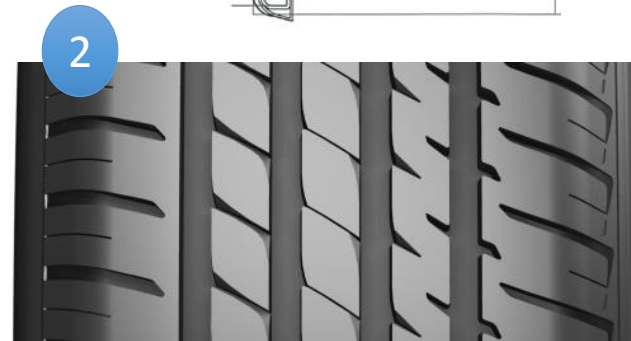
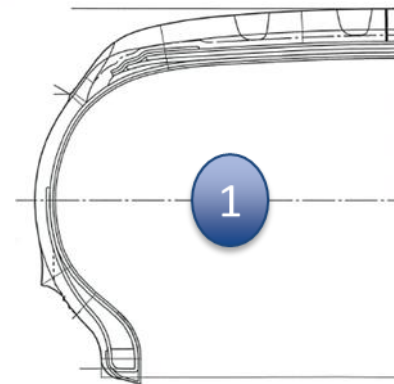


## Wear Life & Regular Wear Optimization

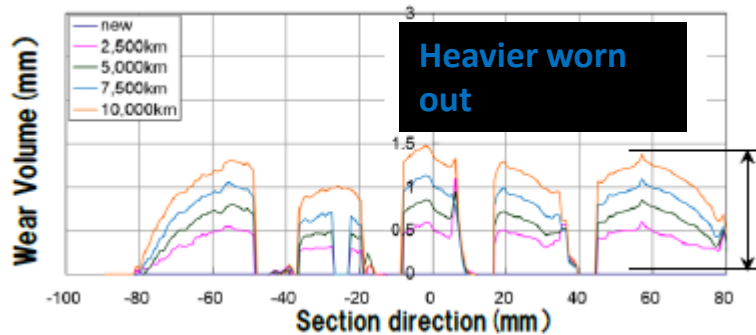
- 1 • Carcass Shape
- 2 • Pattern Design
- Top Compound

Results;

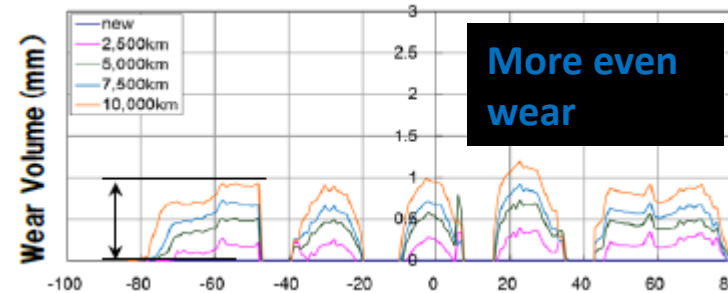
- ✓ Consistent surface contact
- ✓ Regular wear optimization
- ✓ Longer wearlife



### Impetus Revo 2+



### Driveways



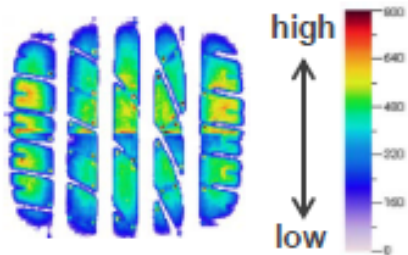
## Wet Handling

- New Pattern Design
- Improved Top Compound

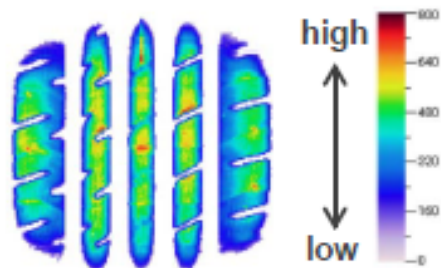
Results;

- shorter wet braking distance with effective contact in wet surfaces

**Impetus Revo 2+**



**Driveways**



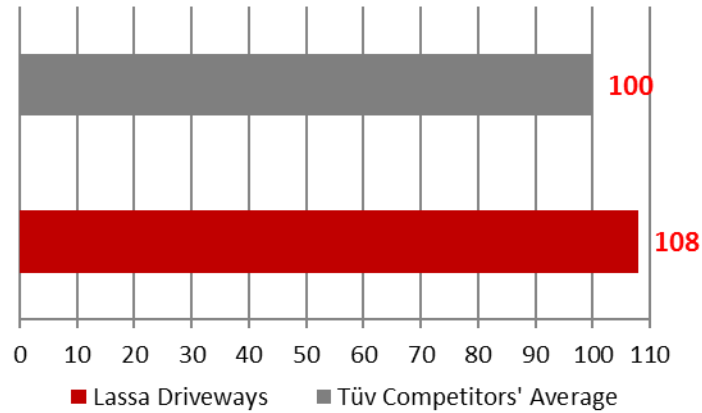
# Test Results vs. Competitors



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## Wet Braking

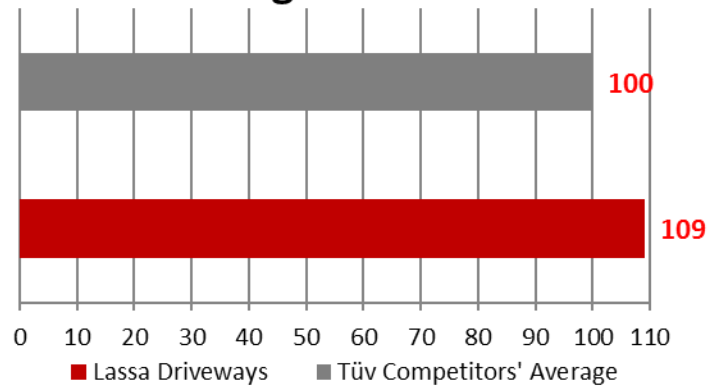


According to competitors determined by TÜV;

✓ **%8** better wet braking distance

safety

## Rolling Resistance



✓ **%9** lower rolling resistance

fuel  
efficiency



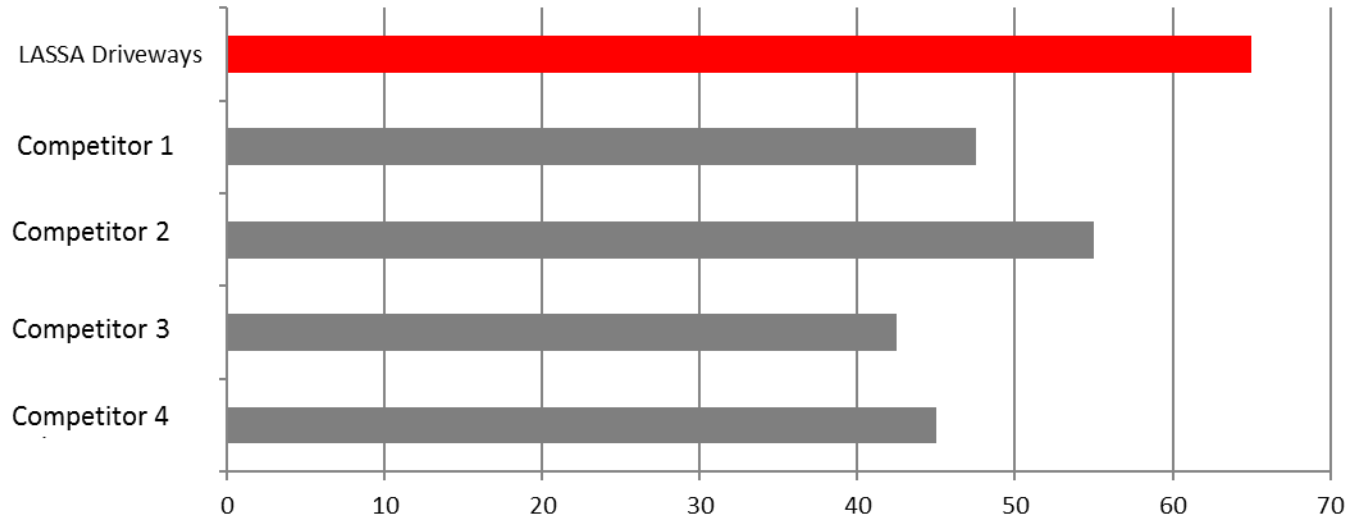
TÜV SÜD benchmark test results (Report No. 713095873-DS-TM, November 2016, size 205/55 R16 91V)

# Test Results-Robustness



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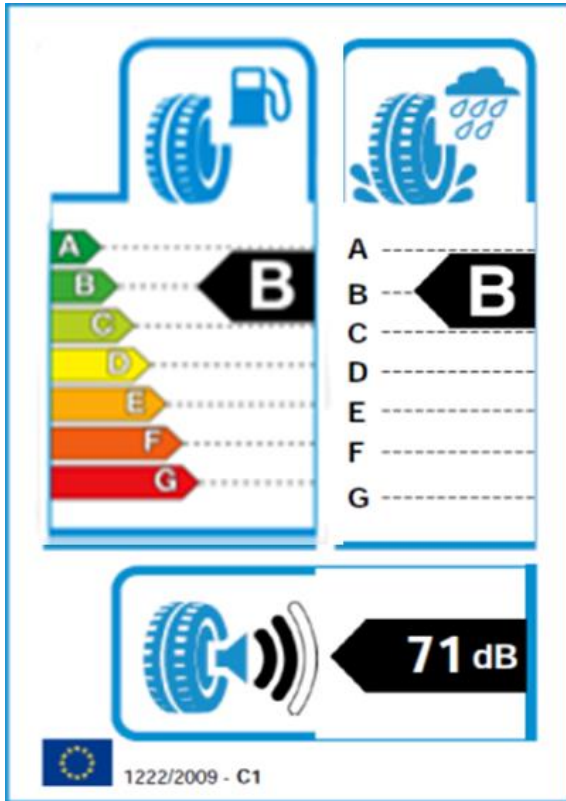
**Lassa Driveways** is the most durable tire that lost air in highest speed within the competitors in Harsh Use Test.

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

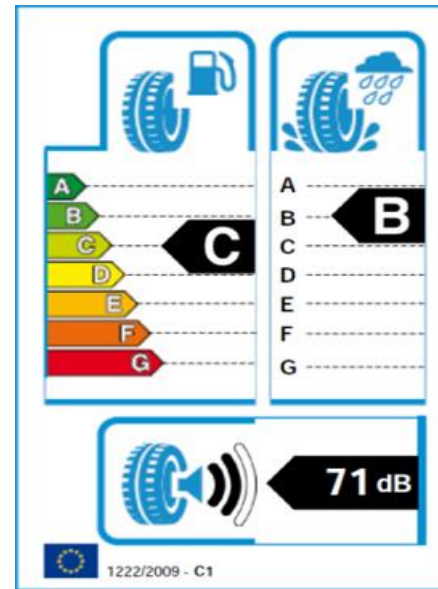
TÜV SÜD benchmark test results (Report No. 713095873-DS-TM, November 2016, size 205/55 R16 91V)



# Label Grades



Most of the products' sizes are in B & B label grades also a few amount of sizes are C label grades with RRC



➤ Product Segmentation and Product Concept

➤ Technical Features and Performance

➤ **Line up**





# Size Line Up



DRIVEWAYS

Rim	Series	Size
15	55	185/55R15 82V DRIVEWAYS
		195/55R15 85V DRIVEWAYS
	60	195/60R15 88V DRIVEWAYS
		195/65R15 91V DRIVEWAYS
	65	205/60R15 91V DRIVEWAYS
		205/65R15 94V DRIVEWAYS
16	45	195/45R16 84V XL DRIVEWAYS
	50	205/50R16 87W DRIVEWAYS
	55	205/55R16 91V DRIVEWAYS
		205/55R16 94W XL DRIVEWAYS
		205/60R16 92V DRIVEWAYS
		215/55R16 93V DRIVEWAYS
		215/55R16 97W XL DRIVEWAYS
	60	215/60R16 99V XL DRIVEWAYS
		225/55R16 95W DRIVEWAYS
		225/55R16 99W XL DRIVEWAYS

Rim	Series	Size
17	45	205/50R17 93W XL DRIVEWAYS
		205/55R17 95W XL DRIVEWAYS
		215/45R17 91W XL DRIVEWAYS
		215/50R17 95W XL DRIVEWAYS
	50	215/55R17 94W DRIVEWAYS
		225/45R17 91W DRIVEWAYS
		225/50R17 98W XL DRIVEWAYS
		225/50R17 98Y XL DRIVEWAYS
	55	225/55R17 101W XL DRIVEWAYS
		225/55R17 101Y XL DRIVEWAYS
235/45R17 97W XL DRIVEWAYS		
235/55R17 103W XL DRIVEWAYS		
245/45R17 95W DRIVEWAYS		
235/45R18 98W XL DRIVEWAYS		
18	45	245/45R18 100W XL DRIVEWAYS
		245/45R18 100Y XL DRIVEWAYS

Wider 17+ inches line up with Y speed symbol products.  
Increased UHP coverage with new sizes.

-  New LI
-  New Size



**THANK YOU!**



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