

Continental's New Tire Has 70-K Mile Tread Warranty

AUBURN HILLS – Continental Tire the Americas, LLC, has introduced the company's newest luxury performance all-season replacement tire – the PureContact – to dealer shelves.

The premium tire brings together best-in-class wet braking, fuel efficiency and ride comfort in a sleek design, say company officials.

"The PureContact brings together our innovative technologies into one luxury all-season tire," said Travis Roffler, director of marketing for Continental Tire.

"We've married our EcoPlus Technology, Comfort Ride Technology and Tuned Performance Indicators for a replacement tire that will help our customers arrive to their destinations safely while also helping to save money and be kind to the environment."

The PureContact, say Continental officials, features best-in-class wet braking with the help of EcoPlus Technology.

The company claims that Continental Tire's award-winning EcoPlus Technology improves treadwear while enhancing grip on wet roads to promote a shorter stopping distance. This particular technology, officials say, also improves wear and fuel efficiency, which can save the consumer money over the life of the tire.

The Pure Contact also includes Tuned Performance Indicators. The Dry, Wet and Snow letters in the tread indicate the tire's optimal performance levels.

Additionally, Continental's Comfort Ride Technology, officials say, absorbs vibrations caused by road surface irregularities.

The PureContact is backed by a 60-day customer satisfaction



Continental PureContact

trial and a 70,000-mile treadwear warranty and a 72-month manufacturer's limited warranty program.

The tire comes in a wide range of sizes from 15"-18" wheel diameters with a UTQG rating of 700 AA for H and V speed.

Note that tire technologies have come a long way since the days of the Model T – tailoring tires not to just car platforms but to each individual model is a recent phenomena. And it's all largely thanks to advancements in materials science, rubber development and the like.

Some tires, like Continental's jProContact with EcoPlus Technology, promise the consumer wet-pavement braking capability together with fuel efficiency and reduced carbon emissions.

Continental says that EcoPlus Technology provides an optimum balance of exceptional wet grip and extended tread life.

Best of all for Continental, Consumer Reports gave the ProContact tire a very positive review following a ride-and-drive.

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