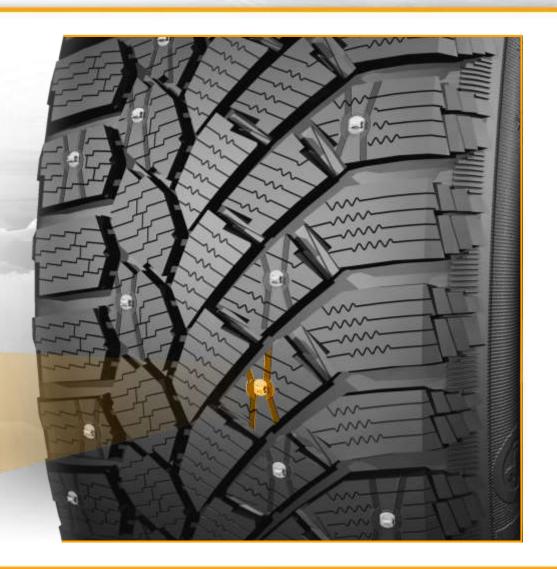


## **New stud technology**

Hybrid stud for reduced road wear and outstanding grip on ice









## **Background**

- The new CIC HD is being introduced to the market in order to reduce road wear which is necessary to comply to the new legislation for studded tires which are produced after July 1st.
- As tires produced before July 1<sup>st</sup> do not need to fulfill this requirement yet, there will still be parallel sales of CIC BD and CIC HD

## **Changes from CIC BD to CIC HD**

- Only the stud and compound changed; pattern, sidewall design, construction are still the same
- The new "HD" Hybrid stud is an evolution of our proven stud technology which enables us to reduce road wear while keeping an excellent ice performance thanks to:
  - 0,4mm less width
  - Lower weight
  - Small modification of the stud body and pin geometry



**Brilliant Plus Stud** 



**Hybrid Stud** 















2003 Round stud 2004 Oval stud

2005 Brilliant stud

2010 Brilliant Plus stud

2013 Hybrid stud

## **SAFETY**

360

Same grip on ice and snow due to new stud technology

LEGAL REQUIREMENTS

Less road wear thanks to light weight design



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