

GRABBER AT³

PRODUCT FACTBOOK



ANYWHERE
IS **POSSIBLE**

SINCE 1915.
GENERAL TIRE. A BRAND OF CONTINENTAL.



GENERAL TIRE



- ▷ **Marketing**
- ▷ **Technical Highlights**
- ▷ **Market Launch**

▷ Marketing

Technical Highlights

Market Launch

Marketing

The Brand



Brand Identity

Based on the brand's American Heritage, General Tire has proven its ability to compete in the ever changing tire industry with manufacturing and technological advancements for exactly 100 years.

With its large and interesting choice of patterns and sizes, General Tire continues the long tradition of being the customers' choice when it comes to Quality, Value and Performance.

Today, General Tire has a complete line of tough, durable and ultra-high performance tyres for Passenger Cars, Light Vans, SUVs and Off-road 4x4 to meet our customers' needs.



Marketing

Core Values & Slogan



“Anywhere is possible”

With General Tire “Anywhere is possible” – there are no limits with a strong and valued brand. This mission statement is used to convey all aspects of performance, handling and durability across the full spectrum of driving situations. This position has been established by fully integrated range development activities, understanding and continually meeting customer expectations in our global markets.

General Tire comprises the following Core Values:

- ▷ **Performance**
- ▷ **Reliability**
- ▷ **American Heritage**



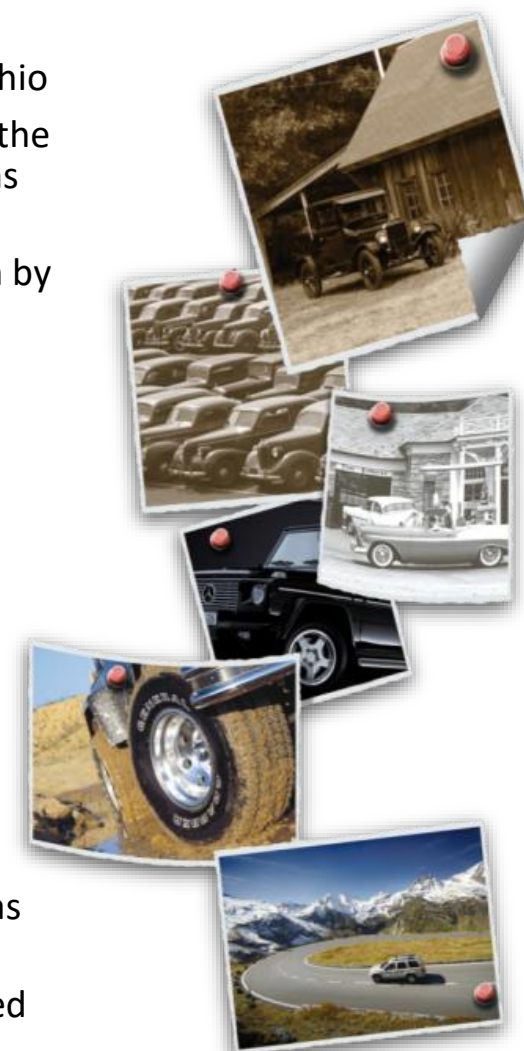
Marketing History



- 1915** General Tire was founded 29th of September, 1915 as General Tire Rubber Company in Akron, Ohio
- 1920s** General Tire revolutionized tyre manufacturing and became known as a technology leader with the invention of the low pressure General Balloon Jumbos. This was the first of many key innovations which position the company at the top of the industry's premium tyre producers
- 1930** With the mass motorization in the USA, General Tire begins a process of international expansion by building a production line in Mexico
- 1943** General Tire discovers the carbon black latex-mixing masterbatch principle.
- 1955** General Tire commences Original Equipment supply to General Motors and for other major automobile manufacturers
- 1959** General Tire opened the world's largest tyre testing track in Texas
- 1960s** General Tire extends its manufacturing footprint across the USA
- 1987** Continental AG purchased the tire division of General Tire Inc.

Until then General Tire was focusing on 4x4 and Off-road tyres...

- 2000** Opening of a new European Distribution Warehouse. General Tire decides to complete their product range and to keep the focus of a high quality brand that is suited for tough and rough environment
- 2007** Market launch of the Altimax RT and Altimax HP/UHP – a combined product line for the Americas and Europe
- 2013** Launch of the new Altimax Sport, Altimax Comfort and Grabber GT SUV tyre for onroad use based on European demands
- 2015** Launch of the new Grabber HTS ⁶⁰
- 2016** ***Launch of the new Altimax Arctic 12, Grabber Arctic, Altimax A/S 365, Grabber AT³ and Grabber X³***



Passenger and Van Tyres

- ▷ **For your everyday adventures**
- ▷ General Tire is your robust and reliable partner in every driving condition, from a family vacation, to the kid's football game or driving to work. General Tire offers products you can rely on for the little adventure in your everyday life.



4x4 Tyres

- ▷ **Your 4x4 Specialist**
- ▷ Whether you're driving on paved roads or navigating un-charted territory General Tire offers SUV and 4x4 drivers robust and durable tyres for every application. This is traditionally one of General Tire's core competences with its American heritage.

















Marketing

Brand Portfolio: Summer – All-Season – Winter





		EUROVAN 2		EUROVAN WINTER		
	ALTIMAX COMFORT	ALTIMAX SPORT	ALTIMAX A/S 365	ALTIMAX WINTER PLUS	ALTIMAX ARCTIC 12	ALTIMAX NORDIC
	GRABBER GT	GRABBER HTS 60	GRABBER TR	GRABBER AT³	GRABBER X³	
					SNOW GRABBER	GRABBER ARCTIC














June 2016					
					
100:0 on/off	80:20 on/off	70:30 on/off	50:50 on/off		20:80 on/off
					
2013	2015	2002	2010	2003	2012
Grabber GT	Grabber HTS ⁶⁰	Grabber TR	Grabber AT	Grabber AT ²	Grabber MT
					



Q4 2016





100:0 on/off	80:20 on/off	70:30 on/off	50:50 on/off		20:80 on/off
					
2013	2015	2002	2016 		2016 
Grabber GT	Grabber HTS ⁶⁰	Grabber TR	Grabber AT ³		Grabber X ³
					

Marketing

4x4 product overview: Special Tires for Special Needs



Q4 2016

100:0 on/off

2013

Grabber GT

80:20 on/off

2015

Grabber HTS⁶⁰

70:30 on/off

2002

Grabber TR

50:50 on/off

2016 NEW

Grabber AT³

20:80 on/off

2016 NEW

Grabber X³

Winter

2009

Snow Grabber
Non Studdable (H,V)
Studdable (T)

2016 NEW

Grabber Arctic
Studded (T)

Marketing

▷ Technical Highlights

Market Launch

- ▷ A „true“ All-Terrain tyre with aggressive tread and sidewall design.
- ▷ Grabber AT is replaced by Grabber AT³
- ▷ Grabber AT2 in EMEA portfolio is replaced by LT module of Grabber AT³
- ▷ Developed to meet the needs of SUV, pick-up truck and off-road vehicle drivers who want a combination of exceptional off-road capabilities and confident on-road manners.
- ▷ Versatile to perform in various off-road conditions.

Technical Highlights

What's in a name? GRABBER AT³



- ▷ **GRABBER** – General Tire's successful SUV/light truck product lines
 - ▷ Known for toughness, durability, longevity and race winning performance, balanced with excellent overall performance
- ▷ **AT³** = General Tire's **3rd** Generation **All-Terrain** tyre



Grabber AT²



Grabber AT



Grabber AT³

Technical Highlights

What's in a name? GRABBER AT³



- ▶ **GRABBER** – General Tire's successful SUV/light truck product lines
 - ▶ Known for toughness, durability, longevity and race winning performance, balanced with excellent overall performance
- ▶ **AT³** = General Tire's new **All-Terrain** tyre featuring **3 technologies**

- ▶ TracGen™ Technology



- ▶ DuraGen™ Technology



- ▶ Comfort Balance™ Technology



Technical Highlights

Product styling



- ▷ Five-row tread pattern with interlocking blocks
- ▷ Aggressive tread and off-shoulder design
- ▷ Rim protection rib
- ▷ OWL styling in selected LT sizes



Technical Highlights

TracGen™ Technology



EXPERIENCE
EXCEPTIONAL TRACTION



GRABBER AT³



Technical Highlights

TracGen™ Technology



Feature

- ▷ Open tread shoulder

Effect

- ▷ Improves Self-Cleaning action to provide added traction in mud and loose off-road surfaces

Benefit

- ▷ Exceptional loose surface traction



Technical Highlights

TracGen™ Technology



Feature

- ▷ Traction ribs

Effect

- ▷ Gripping ribs inside the groove that interlock with the loose off-road surface

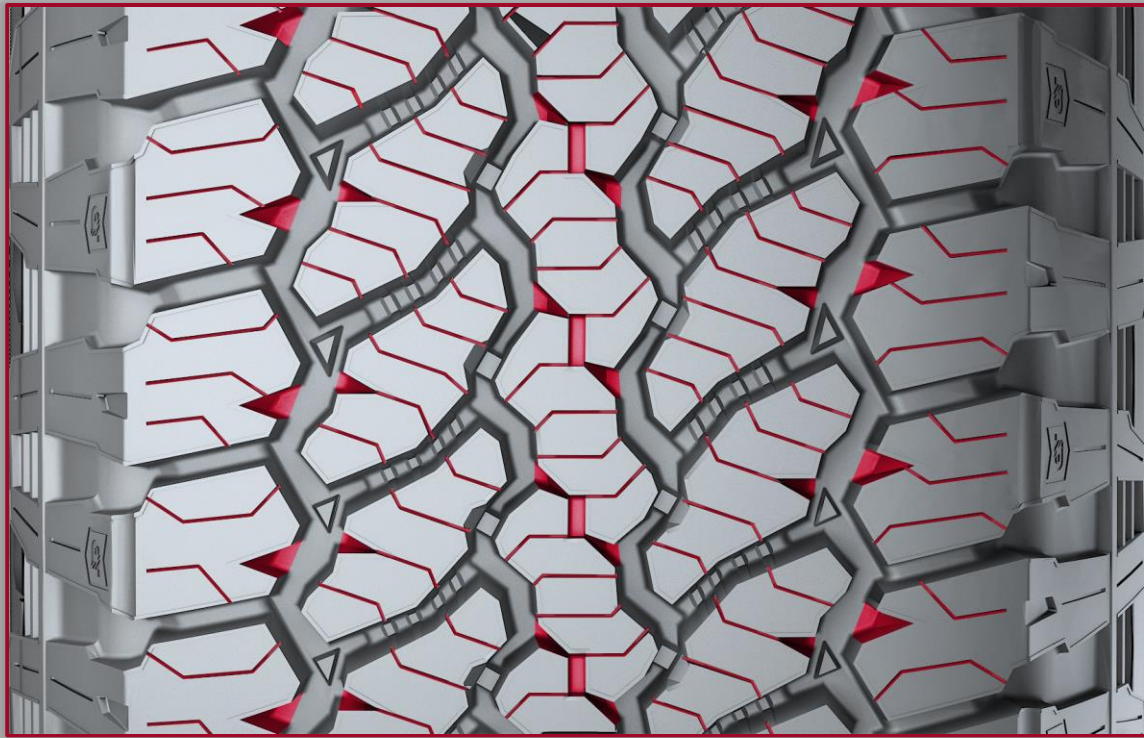
Benefit

- ▷ Added off-road traction in loose surfaces



Technical Highlights

TracGen™ Technology



Feature

- ▷ Traction pockets & multi-angled sipes

Effect

- ▷ High number of biting edges transmitting forces in all directions

Benefit

- ▷ Excellent traction in every direction



Technical Highlights

DuraGen™ Technology



GO OFF-ROAD WITH
CONFIDENCE

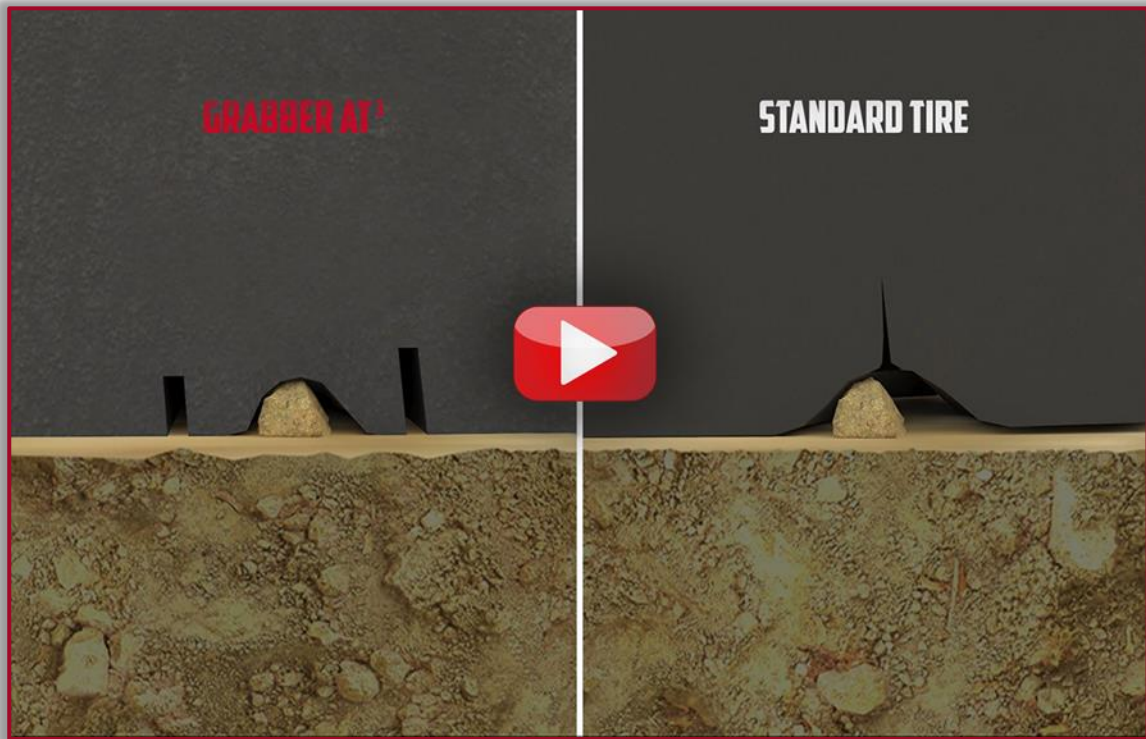


GRABBER AT³



Technical Highlights

DuraGen™ Technology



Feature

- ▷ Advanced cut and chip resistant tread compound

Effect

- ▷ Provides low tread abrasion and excellent resistance to cuts and block tearing

Benefit

- ▷ Improved tread life in rugged terrain conditions even in high-torque applications



Technical Highlights

DuraGen™ Technology



Feature

- ▷ Reinforced tread blocks

Effect

- ▷ Stabilized tread blocks with reduced block deformation at contact patch

Benefit

- ▷ Reduced tread block damage



Technical Highlights

DuraGen™ Technology



Feature

- ▷ Stone bumpers

Effect

- ▷ Help release stones and debris from the large, deep grooves
- ▷ Protects the groove bottom and minimizes stone drilling

Benefit

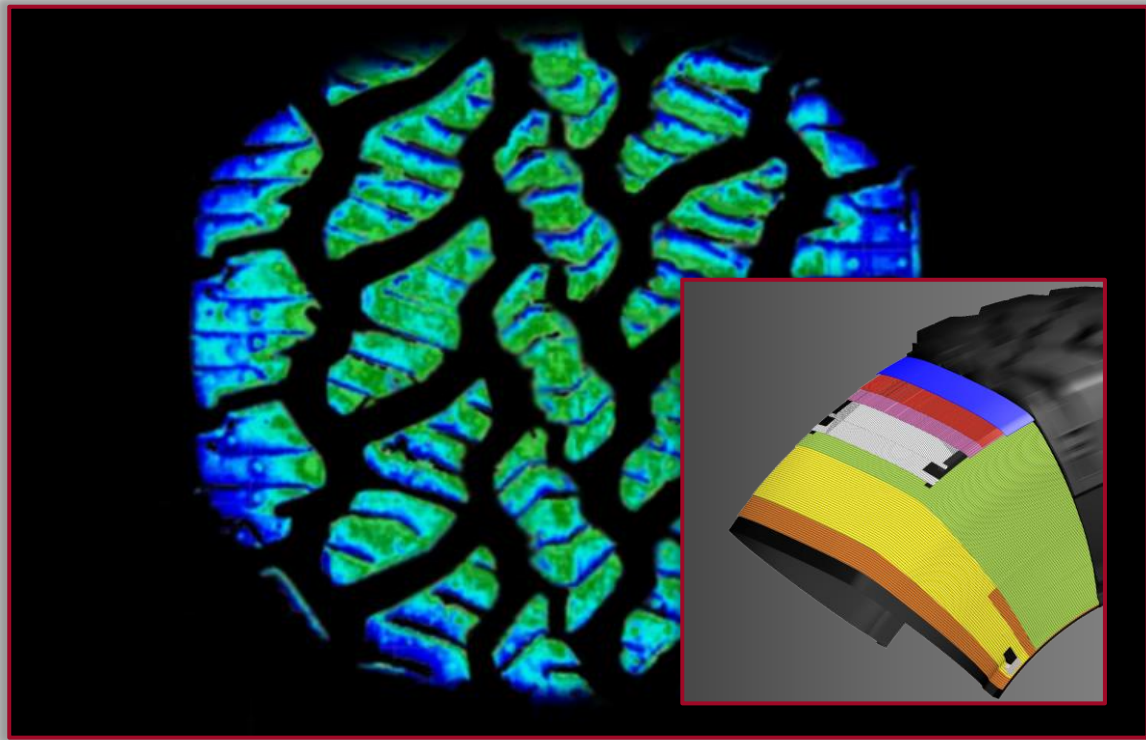
- ▷ Reduced tyre damage caused by stones and debris

DURAGEN

TECHNOLOGY

Technical Highlights

DuraGen™ Technology



Feature

- ▷ Ultra High Strength Steel Belts

Effect

- ▷ Exceptional penetration resistance and uniform footprint pressure

Benefit

- ▷ Confident stability under all approved load conditions



Technical Highlights

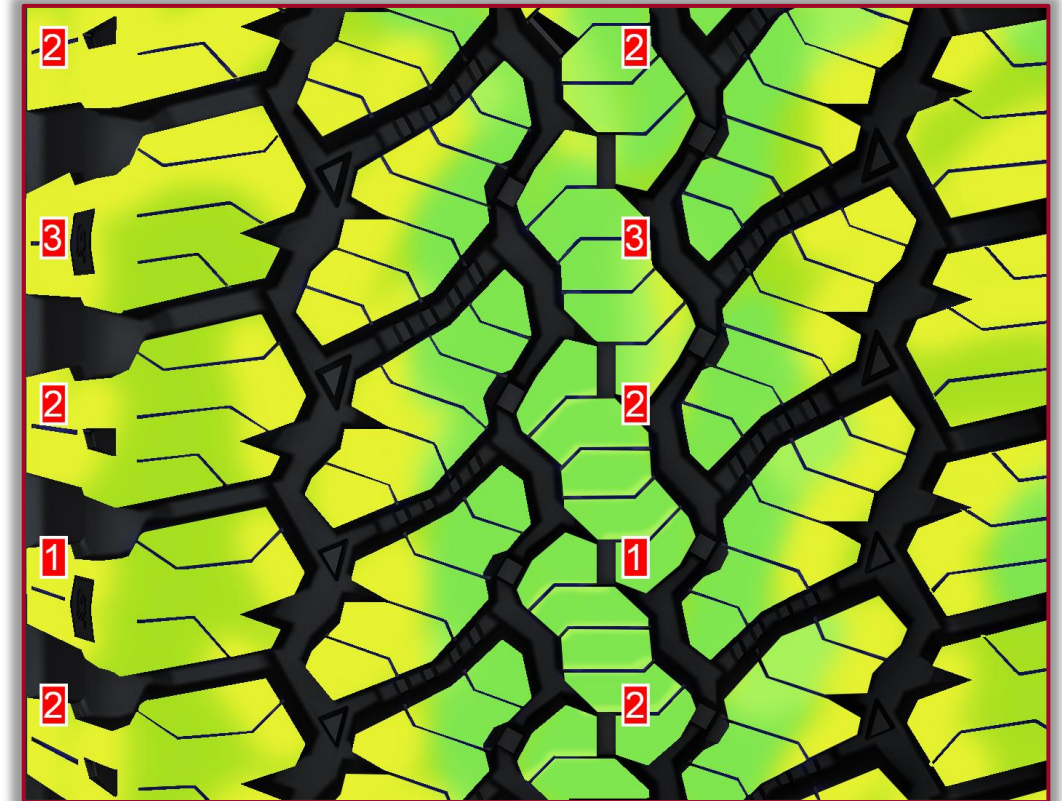
Comfort Balance™ Technology



ENJOY MAXIMUM
COMFORT

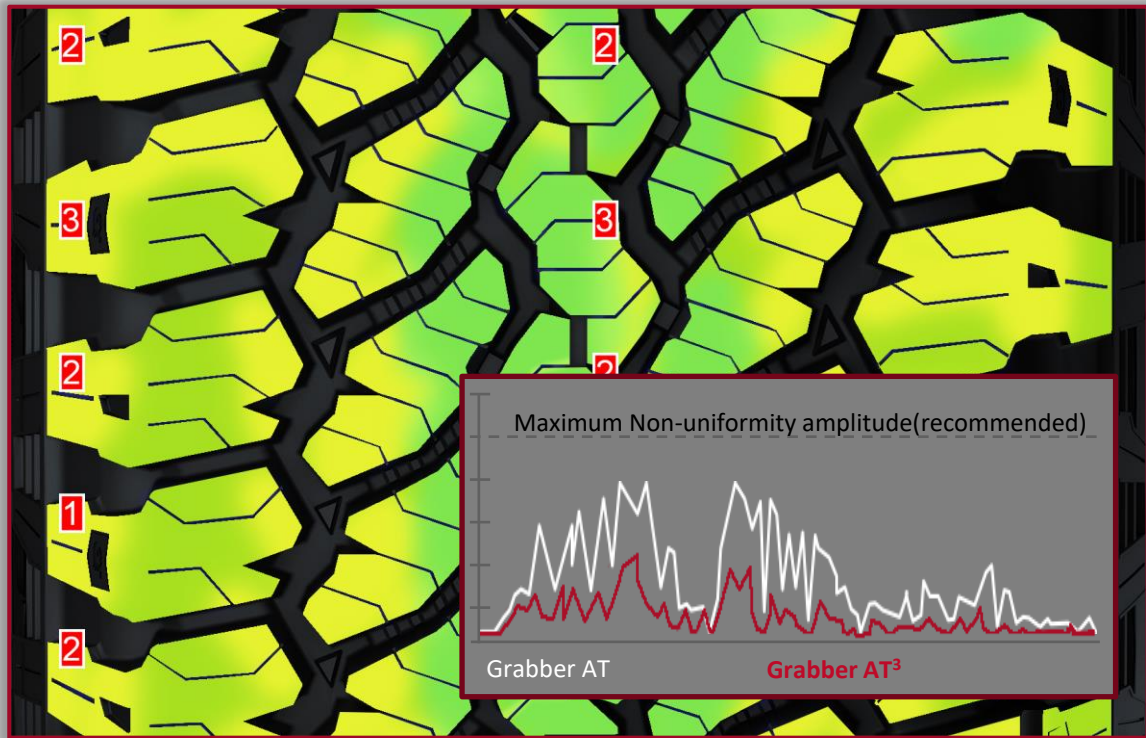


GRABBER AT³



Technical Highlights

Comfort Balance™ Technology



Feature

- ▷ Uniform block geometry with low stiffness variation

Effect

- ▷ Leading to uniform material distribution
- ▷ Reduced belt excitation

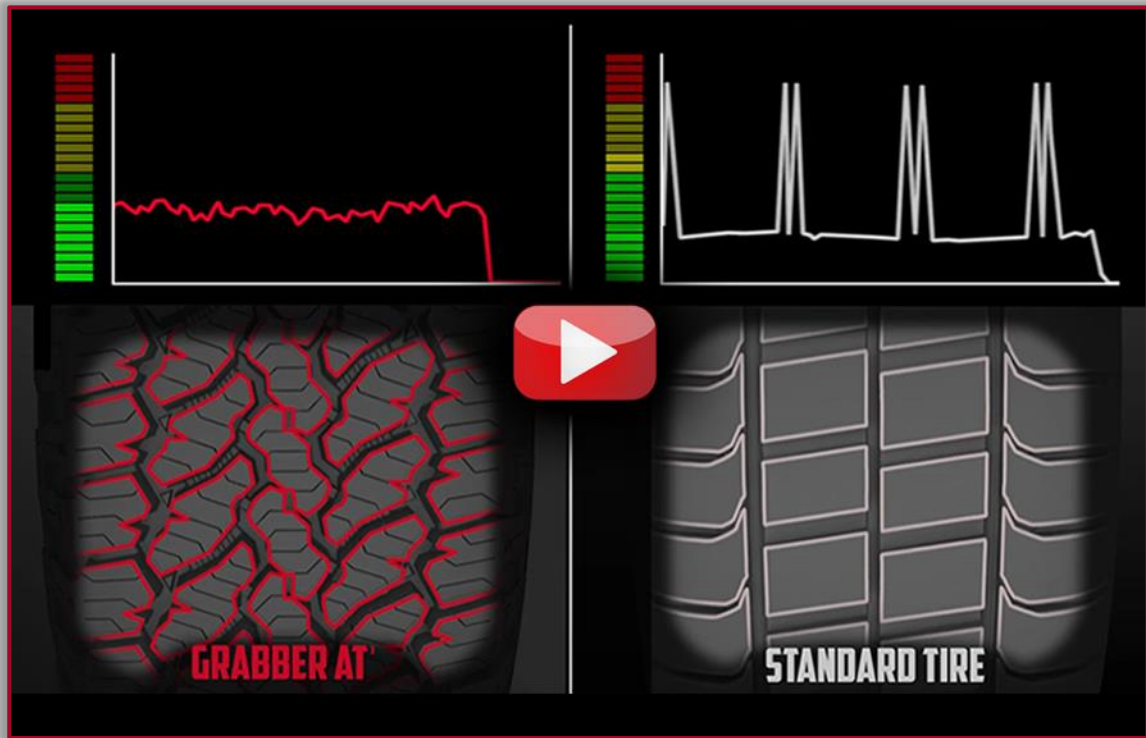
Benefit

- ▷ Considerably comfortable and pleasant on-road drive in an all-terrain tire line



Technical Highlights

Comfort Balance™ Technology



Feature

- ▷ Optimized tread block orientation in the center
- ▷ Continuous sipes on tread blocks

Effect

- ▷ Smooth tread block interaction with the surface in the contact patch and reduced belt excitation

Benefit

- ▷ Smooth and quiet on-road ride




COMFORT BALANCE

TECHNOLOGY

Technical Highlights

Summary



Feature	Effect	Benefit
 <ul style="list-style-type: none"> ▷ Open tread shoulder ▷ Traction ribs ▷ Traction pockets & multi-angled sipes 	<ul style="list-style-type: none"> ▷ Improves Self-Cleaning action for added traction in mud and loose off-road surfaces ▷ Gripping ribs inside the groove that interlock with the loose off-road surface ▷ High number of biting edges transmitting forces in all directions 	<ul style="list-style-type: none"> ▷ Exceptional loose surface traction ▷ Excellent traction in every direction
 <ul style="list-style-type: none"> ▷ Advanced cut and chip resistant tread compound ▷ Reinforced tread blocks ▷ Stone bumpers ▷ Ultra High Strength Steel Belts 	<ul style="list-style-type: none"> ▷ Low tread abrasion and excellent resistance to cuts and block tearing ▷ Reduced block deformation at contact patch ▷ Help release stones and debris from the large, deep grooves and protects the groove bottom with minimized stone drilling ▷ Exceptional penetration resistance and uniform footprint pressure 	<ul style="list-style-type: none"> ▷ Improved tread life in rugged terrain conditions even in high-torque applications ▷ Confident stability under all approved load conditions
 <ul style="list-style-type: none"> ▷ Uniform block geometry with low stiffness variation ▷ Optimized tread block orientation in the center ▷ Continuous sipes on tread blocks 	<ul style="list-style-type: none"> ▷ Leading to uniform material distribution ▷ Reduced belt excitation ▷ Smooth tread block interaction with the surface in the contact patch and reduced belt excitation 	<ul style="list-style-type: none"> ▷ Considerably comfortable and pleasant on-road drive in an all-terrain tire line

Technical Highlights

GRABBER AT³ LT design



- ▷ Designed to work under heavy load conditions and under high torque on rough trails

Technical Highlights

GRABBER AT³ LT design



- ▷ Designed to work under heavy load conditions and under high torque on rough trails
- ▷ Optimized block sizes and siping for enhanced stiffness, providing improved stability

Technical Highlights

GRABBER AT³ LT design



- ▷ Designed to work under heavy load conditions and under high torque on rough trails
- ▷ Optimized block sizes and siping for enhanced stiffness, providing improved stability
- ▷ A wide, flat tread contour providing uniform pressure distribution and even wear

Technical Highlights

GRABBER AT³ LT design



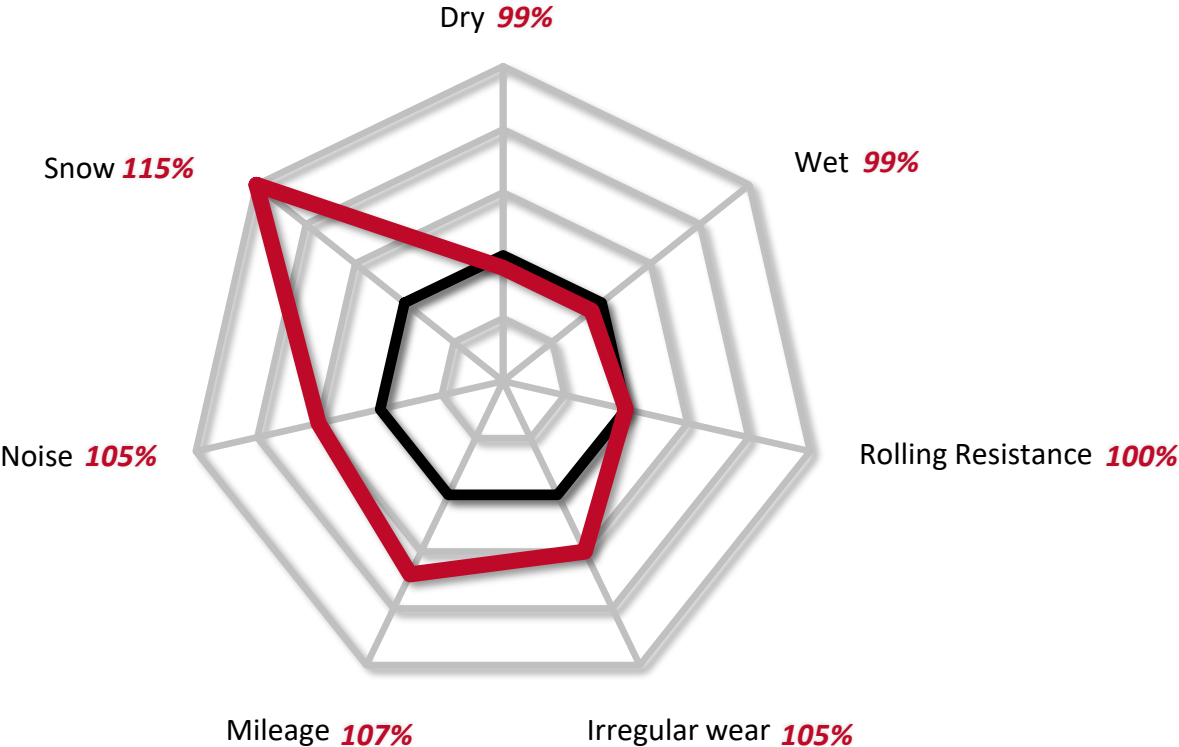
- ▶ Designed to work under heavy load conditions and under high torque on rough trails
- ▶ Optimized block sizes and siping for enhanced stiffness, providing improved stability
- ▶ A wide, flat tread contour providing uniform pressure distribution and even wear
- ▶ Thick sidewall lugs to prevent sidewall failures

Technical Highlights

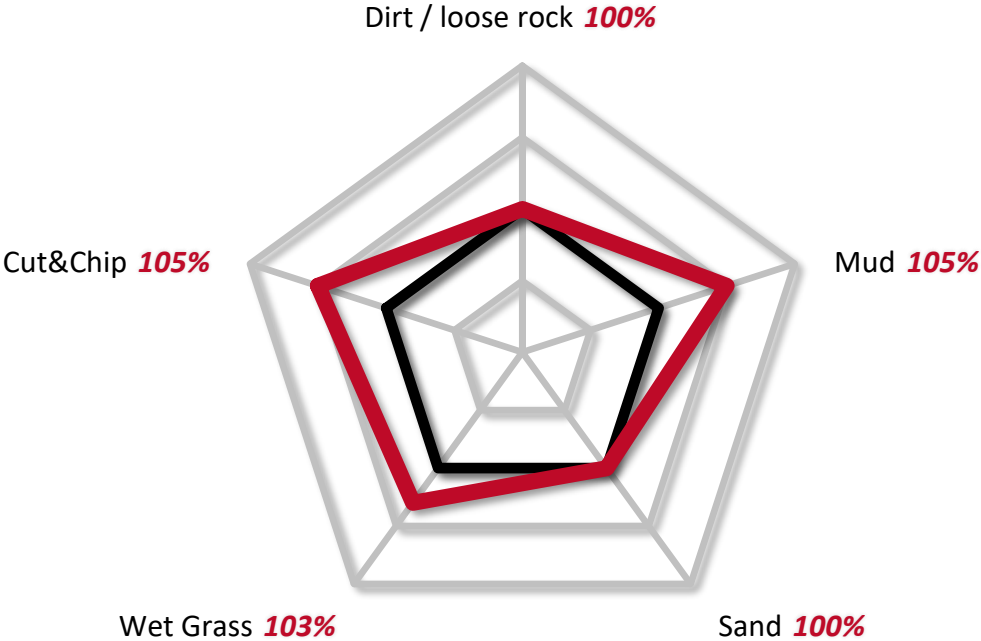
Performance Comparison



ON-ROAD PERFORMANCE



OFF-ROAD PERFORMANCE



Grabber AT
Grabber AT³

Technical Highlights

Sidewall Features



SIDEWALL LUGS

Large sidewall lugs on the upper sidewall protect the tire body from stones, rocks and debris



DEFLECTION RIBS

A series of stacked deflection ribs protect the upper sidewall area against penetration by deflecting obstacles away from the tire body



RIM PROTECTION RIB

Rim Protection Rib shields the tire and wheel bead area from damage caused by curbstones and off-road obstacles

Technical Highlights

Sidewall Features



Marketing

Technical Highlights

▷ **Market Launch**

Market Launch

At a glance: The new GRABBER AT³



METRIC SIZES

- ▷ Sizes: 44
- ▷ Speed Rating: T, H, V
- ▷ Width: 195 to 285
- ▷ Aspect Ratio: 40 to 80
- ▷ Rim diameter: 15" to 20"

LT & C SIZES

- ▷ Sizes: 20
- ▷ Speed Rating: S
- ▷ Width: 205 to 285
- ▷ Aspect Ratio: 60 to 85
- ▷ Rim diameter: 15" to 18"

OWL FOR SELECTED TYRES

AVAILABLE IN THE MARKET

- ▷ Metric Sizes: Q4 2016/Q1 2017
- ▷ LT & C Sizes: Q1/Q2 2017

METRIC SIZES SSY < V



METRIC SIZES SSY = V



LT & C SIZES



Market Launch

Product Range



METRIC SIZES

Rim	Size	Sidewall
15	195/80 R 15 96T	BSW
15	205/75 R 15 97T	BSW
15	215/75 R 15 100T	BSW
15	225/75 R 15 102T	BSW
15	205/70 R 15 96T	BSW
15	225/70 R 15 100T	BSW
15	255/70 R 15 112T XL	BSW
15	265/70 R 15 112T	BSW
16	205/80 R 16 104T XL	BSW
16	225/75 R 16 108H XL	BSW
16	215/70 R 16 100T	BSW
16	225/70 R 16 103T	BSW
16	245/70 R 16 111H XL	BSW
16	265/70 R 16 112H	BSW
16	255/65 R 16 109H	BSW
16	235/60 R 16 100H	BSW
17	225/70 R 17 108T XL	BSW
17	235/70 R 17 111H XL	BSW
17	245/70 R 17 114T XL	BSW
17	265/70 R 17 115T	BSW
17	225/65 R 17 102H	BSW
17	235/65 R 17 108H XL	BSW

LT & C SIZES

Rim	Size	Sidewall
15	LT215/80 R 15 112/109S LRE	BSW
15	LT235/75 R 15 110/107S LRD	OWL
15	LT245/75 R 15 113/110S LRD	BSW
15	LT205/70 R 15 107/103S LRE	BSW
15	31 X 10.50 R 15LT 109S LRC	OWL
16	205 R 16C 110/108S LRD	BSW
16	LT235/85 R 16 120/116S LRE	OWL
16	LT225/75 R 16 115/112S LRE	OWL
16	LT245/75 R 16 120/116S LRE	OWL
16	LT235/70 R 16 110/107S LRD	OWL
16	LT245/70 R 16 113/110S LRD	OWL
16	LT255/70 R 16 120/117S LRE	OWL
16	LT265/70 R 16 121/118S LRE	OWL
16	LT215/65 R 16 103/100S LRD	BSW
17	LT265/70 R 17 121/118S LRE	OWL
17	LT255/65 R 17 114/110S LRD	BSW
17	LT265/65 R 17 120/117S LRE	OWL
18	LT255/60 R 18 112/109S LRD	BSW
16	LT265/75 R 16 123/120S LRE*	OWL
16	LT285/75 R 16 126/123S LRE*	OWL
AT2	LT265/75 R 16 123/120Q LRE	BSW
AT2	LT285/75 R 16 126/123Q LRE	BSW



*) not for Europe



Market Launch

Tyre Fitment Examples

Dimension	Vehicles
245/70 R 17 T XL	<ul style="list-style-type: none"> ▷ Toyota Land Cruiser ▷ Jeep Grand Cherokee  
265/70 R 16 H LT 265/70 R 16 S LRE OWL	<ul style="list-style-type: none"> ▷ Land Rover Defender ▷ Chevrolet Tahoe ▷ Mercedes G Class   
265/65 R 17 H LT 265/65 R 17 S LRE OWL	<ul style="list-style-type: none"> ▷ Toyota Hilux ▷ Mitsubishi Pajero ▷ Ford Ranger   
255/60 R 18 H XL LT 255/60 R 18 S LRD	<ul style="list-style-type: none"> ▷ Nissan Pathfinder ▷ Audi Q7 ▷ Land Rover Discovery 4   

Market Launch

Tyre Fitment Examples

Dimension	Vehicles
225/65 R 17 H	<ul style="list-style-type: none"> ▷ Jeep Cherokee ▷ Honda CR-V ▷ Toyota RAV4   
235/65 R 17 H/V XL	<ul style="list-style-type: none"> ▷ Land Rover Discovery Sport ▷ VW Touareg ▷ Hyundai Santa Fe   
255/55 R 19 H XL	<ul style="list-style-type: none"> ▷ Land Rover Discovery 4 ▷ Range Rover  
275/40 R 20 H/V XL	<ul style="list-style-type: none"> ▷ Range Rover Evoque ▷ Range Rover  
275/45 R 20 H/V XL	<ul style="list-style-type: none"> ▷ Volvo XC90 ▷ VW Touareg  

Market Launch

Tyre Fitment Examples

Dimension	Vehicles
205 R 16C S LRD	<ul style="list-style-type: none"> ▷ Toyota Hilux ▷ VW Amarok ▷ Nissan Navara   
LT215/65 R 16 S LRD	<ul style="list-style-type: none"> ▷ Nissan X-Trail ▷ Suzuki Jimny ▷ Jeep Renegade   
LT215/80 R 15 S LRE	<ul style="list-style-type: none"> ▷ Ford Ranger 
LT235/85 R 16 S LRE OWL	<ul style="list-style-type: none"> ▷ Land Rover Defender 
LT255/70 R 16 S LRE OWL	<ul style="list-style-type: none"> ▷ Ford Ranger ▷ Nissan Pathfinder ▷ Nissan Navara   

GRABBER AT³



GENERAL TIRE

