

GRABBER X³

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**



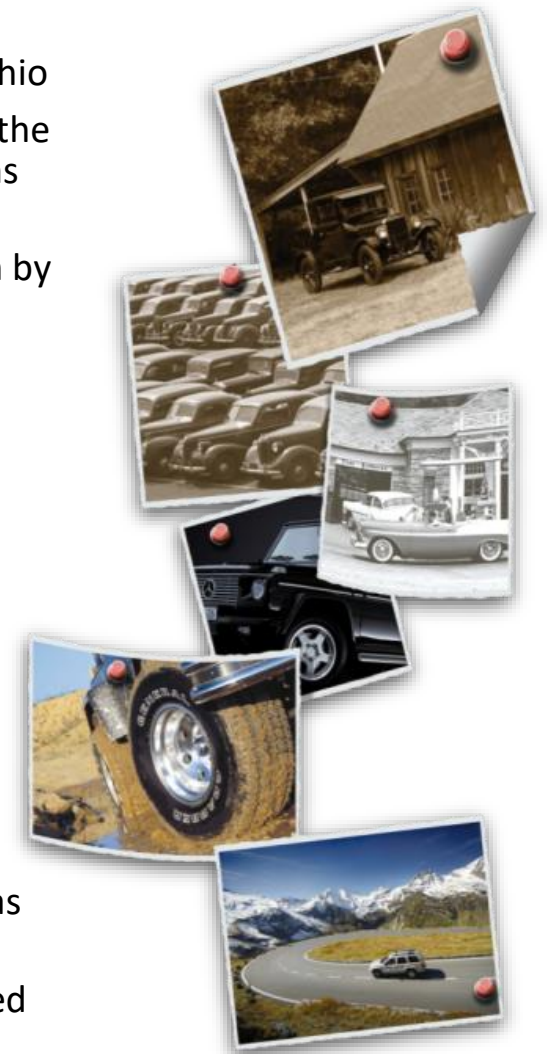
Marketing History



- 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 HTS⁶⁰

Grabber TR

Grabber AT

Grabber AT²

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

NEW

2016

NEW

Grabber GT

Grabber HTS⁶⁰

Grabber TR

Grabber AT³

Grabber X³



Q4 2016



100:0 on/off

80:20 on/off

70:30 on/off

50:50 on/off

20:80 on/off

Winter



2013

2015

2002

2016 **NEW**

2016 **NEW**

2009

2016 **NEW**

Grabber GT

Grabber HTS⁶⁰

Grabber TR

Grabber AT³

Grabber X³

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

Grabber Arctic
Studded (T)



Marketing

Vehicle Applications for GRABBER X³



- ▶ OE swap outs
(i.e. commercial, military)



- ▶ Aggressive styling



- ▶ Off-Road Enthusiasts



Marketing

▷ **Technical Highlights**

Market Launch

Technical Highlights

GRABBER MT



- ▷ Aggressive pattern design very well accepted by the market
- ▷ Internal Benchmark tests (MT vs key competitors)
 - ▷ Room for improvement in off-road, wet and interior noise
- ▷ Room for improvement in sidewall styling
- ▷ Limited size range

Rim	Size	Sidewall
15	LT235/75 R15 104/101Q LRC FR	BSW
15	31X10.50 R 5 LT 109Q LRC FR	BSW
15	33X12.50 R15 LT 108Q LRC FR	BSW
16	LT265/75 R16 123/120Q LRE FR	BSW

Technical Highlights

GRABBER X³ Overview



- ▷ General Tire's bold Mud-Terrain tyre
- ▷ A top performing product line among competitors, delivering excellent off-road performance, reinforcing General Tire's Off-Road DNA
- ▷ Off-Road performance is balanced with strong On-Road "streetable" manners
- ▷ Unique, bold and aggressive styling, with a high void wrap-around design
- ▷ Designed for durability, with innovative protection features

Technical Highlights

What's in a name? GRABBER X³



- ▷ **GRABBER** – General Tire's successful SUV/light truck product lines
 - ▷ Known for toughness, durability, longevity and race winning performance, balanced with excellent overall performance
- ▷ **X³** = **EXTREME** to the power of **3**
 - ▷ **EXTREME** performance in **Mud** with fast pattern clearing
 - ▷ **EXTREME** performance in **Dirt** with superior grip and stability
 - ▷ **EXTREME** performance on **Rock** with excellent adhesion and cut / chip resistance



Technical Highlights

Product Styling



Technical Highlights

Product Styling



Technical Highlights

Product Styling

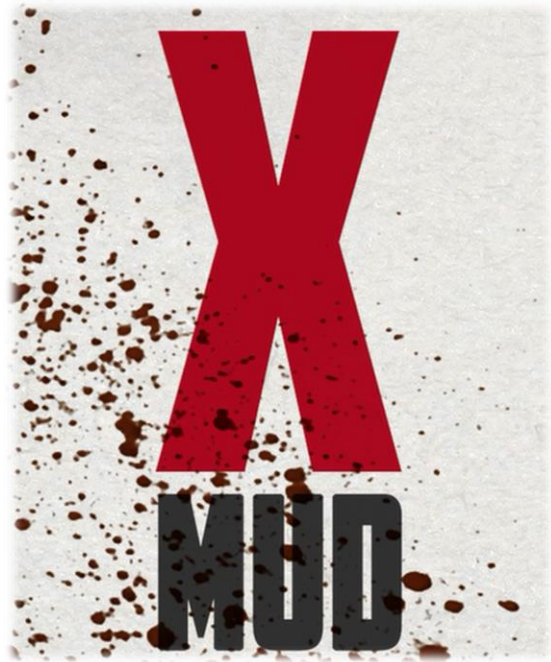


Technical Highlights

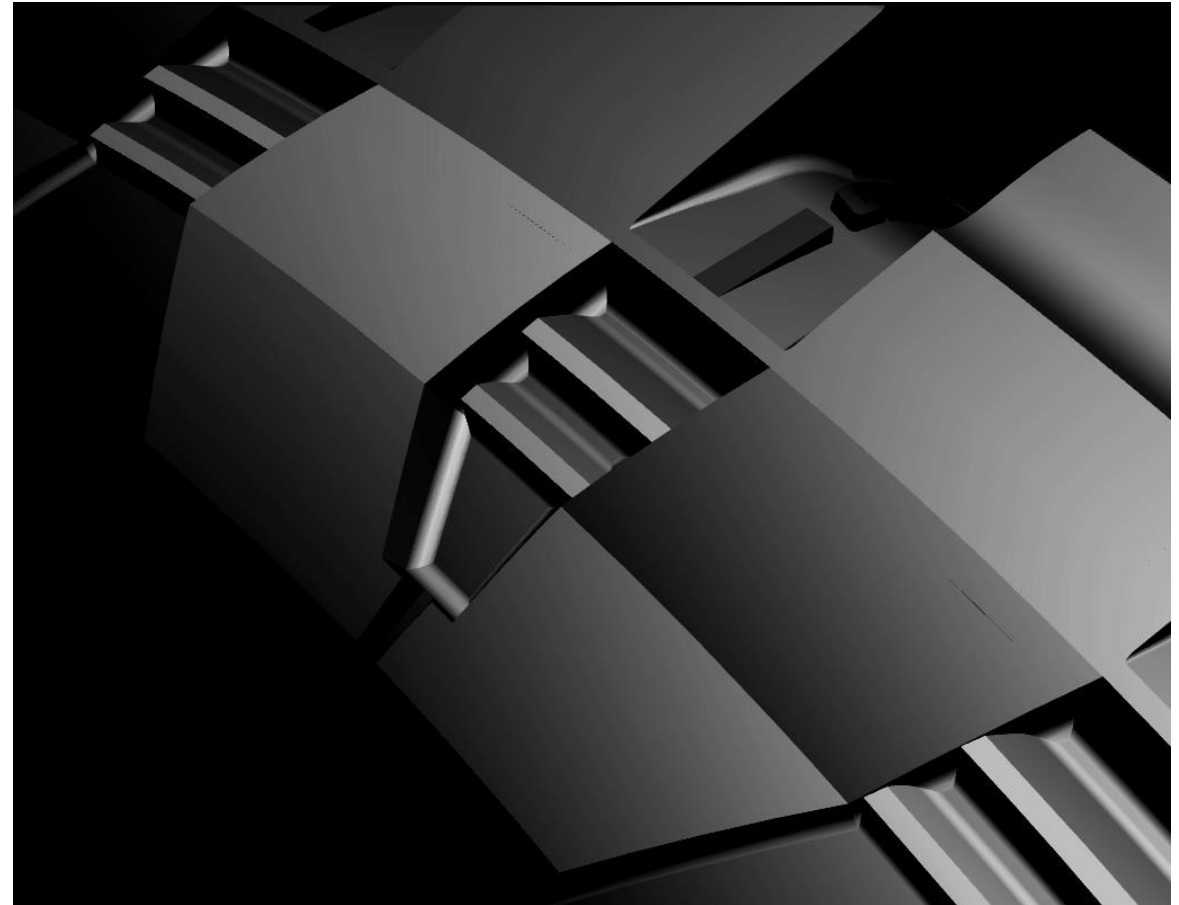
Off-Road Performance



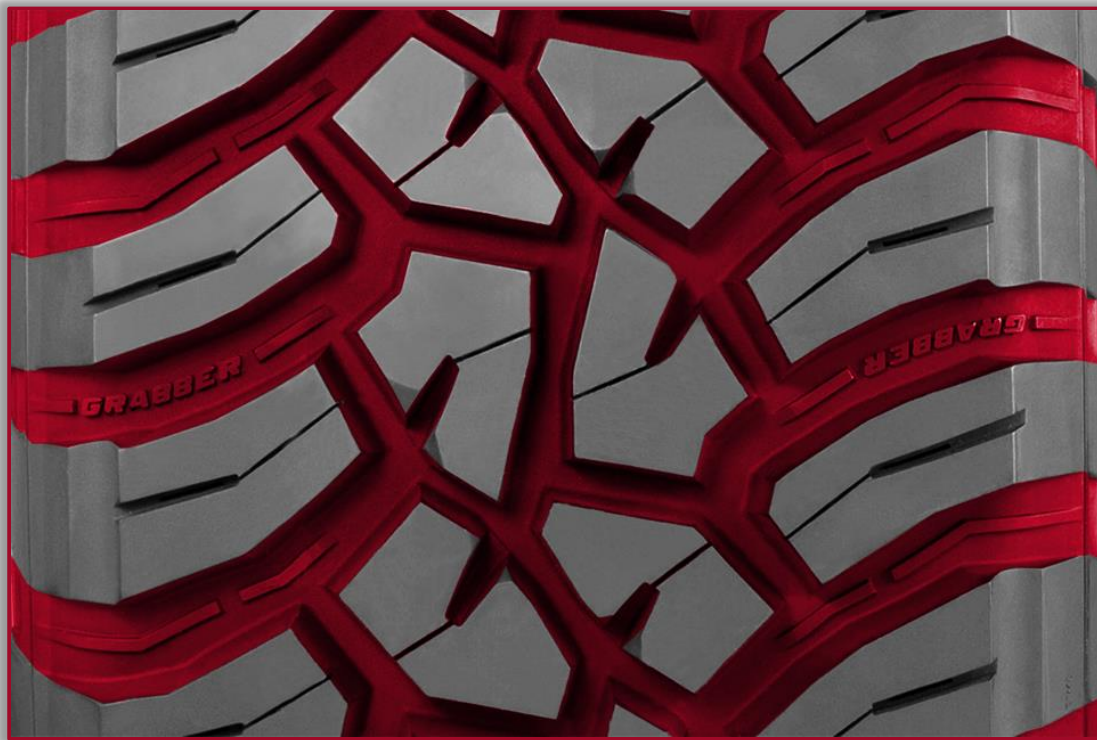
EXTREME MUD



GRABBER™ X³



EXTREME MUD



Feature

- ▷ High void pattern design

Effect

- ▷ Interlocking on rock and stone edges to transmit traction in extreme off-road maneuvers

Benefit

- ▷ High traction level in mud, dirt, sand and gravel

EXTREME MUD



Feature

- ▷ Evacuation channels

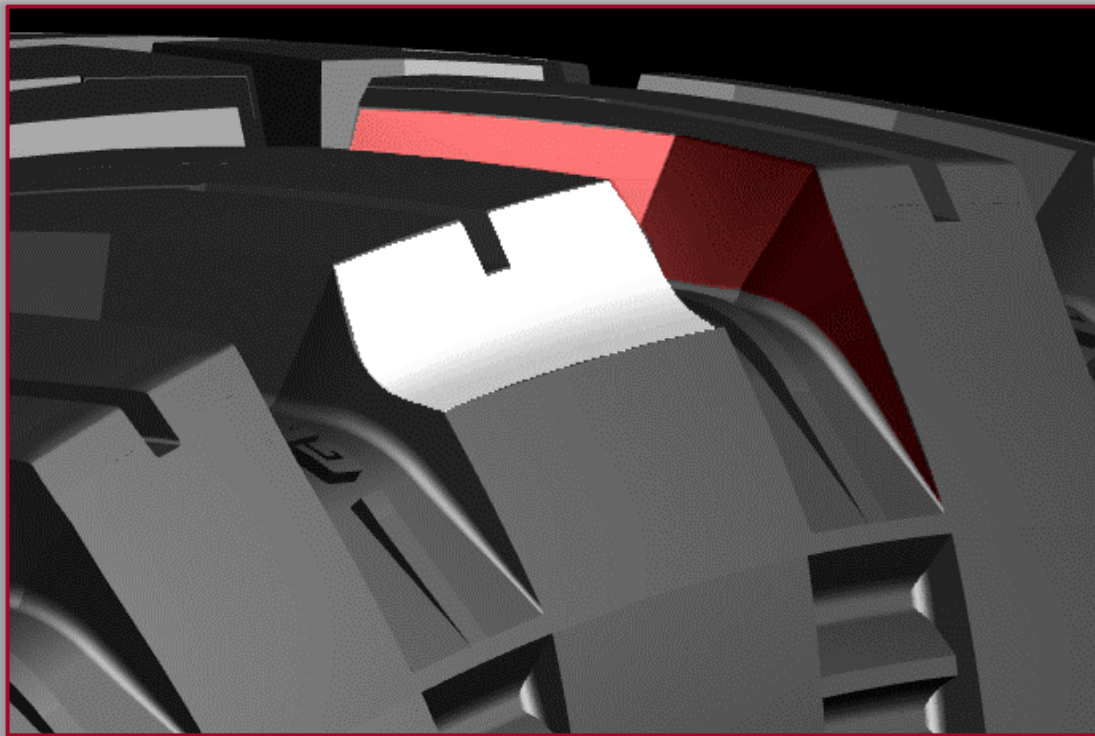
Effect

- ▷ Open flow design ensuring quick and efficient Self Cleaning action

Benefit

- ▷ High traction level in mud and loose off-road surfaces.

EXTREME MUD



Feature

- ▷ Alternating Shoulder Scoops

Effect

- ▷ Opening up large surfaces on neighboring blocks
- ▷ Helping break groove vacuum

Benefit

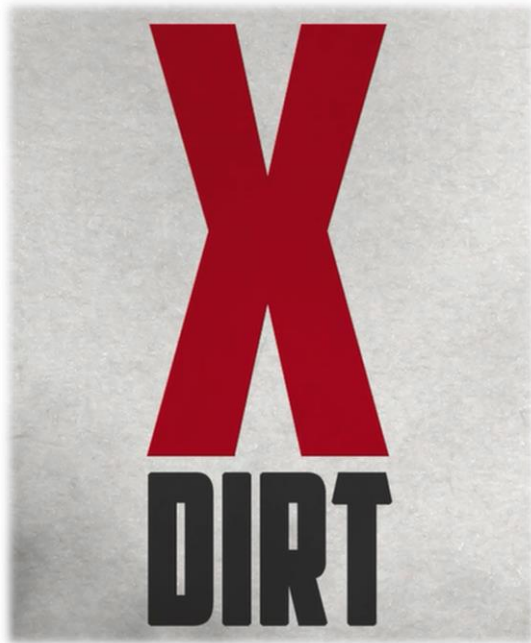
- ▷ Additional paddle grip in the shoulders
- ▷ Improved self-cleaning action

Technical Highlights

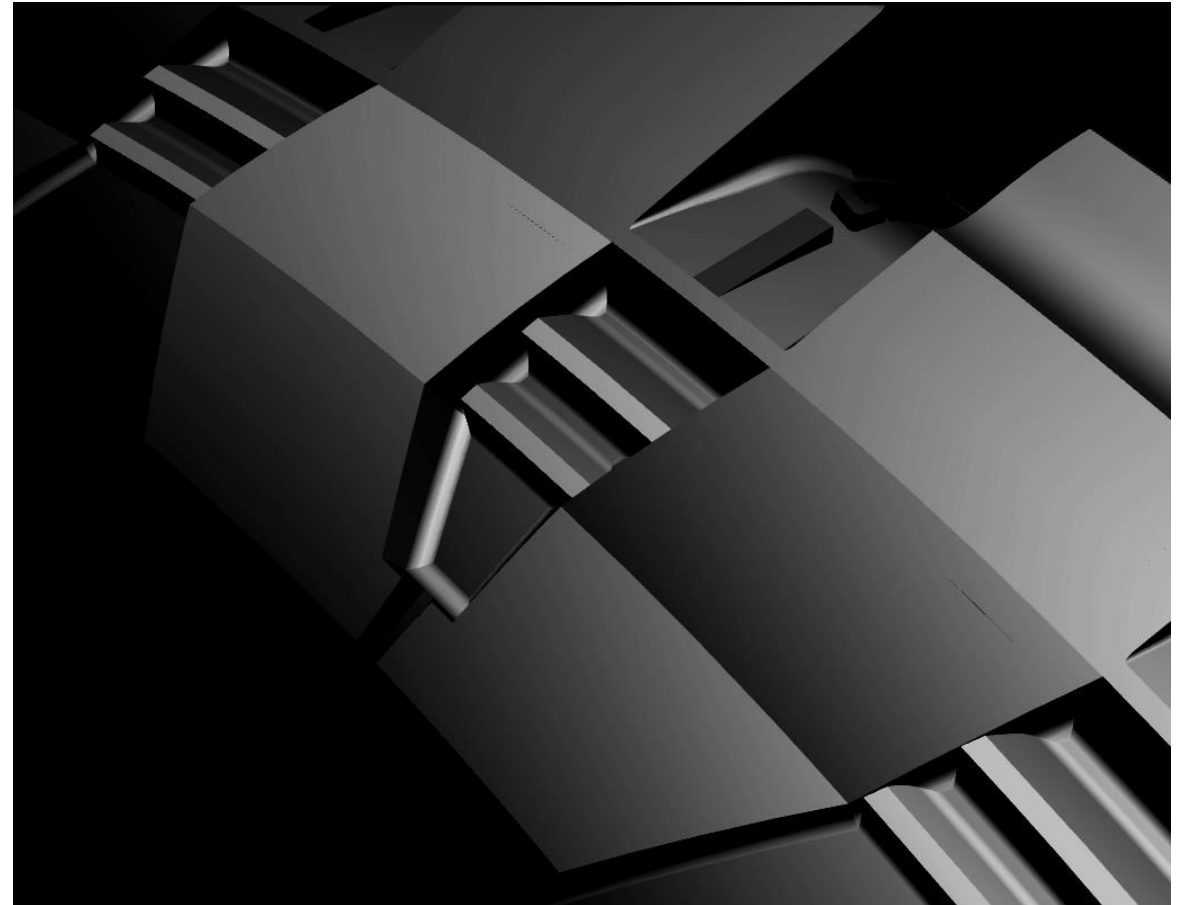
Off-Road Performance



EXTREME DIRT



GRABBER™ X³



EXTREME DIRT



Feature

- ▷ Block Chamfers & Traction Notches

Effect

- ▷ Providing additional biting edges
- ▷ Opening the pattern for improved loose surface grip

Benefit

- ▷ Improved grip on loose off-road surfaces

EXTREME DIRT



Feature

- ▷ Stone Bumpers

Effect

- ▷ Help release stones and debris from the large, deep grooves
- ▷ Protects the groove bottom and minimizes stone drilling
- ▷ Added gauge improves puncture resistance

Benefit

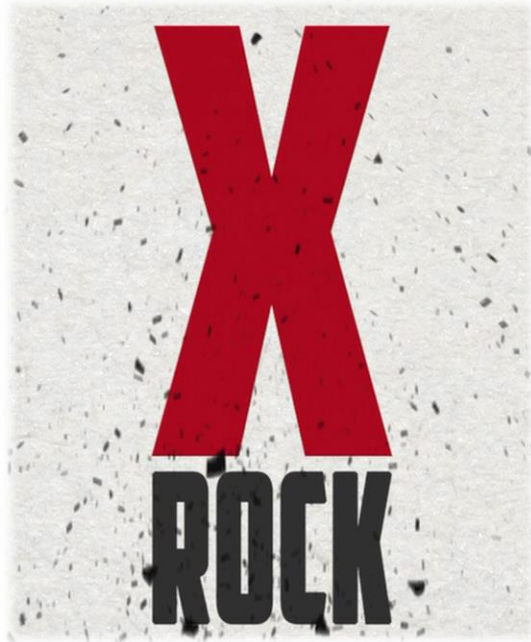
- ▷ Improved tread life

Technical Highlights

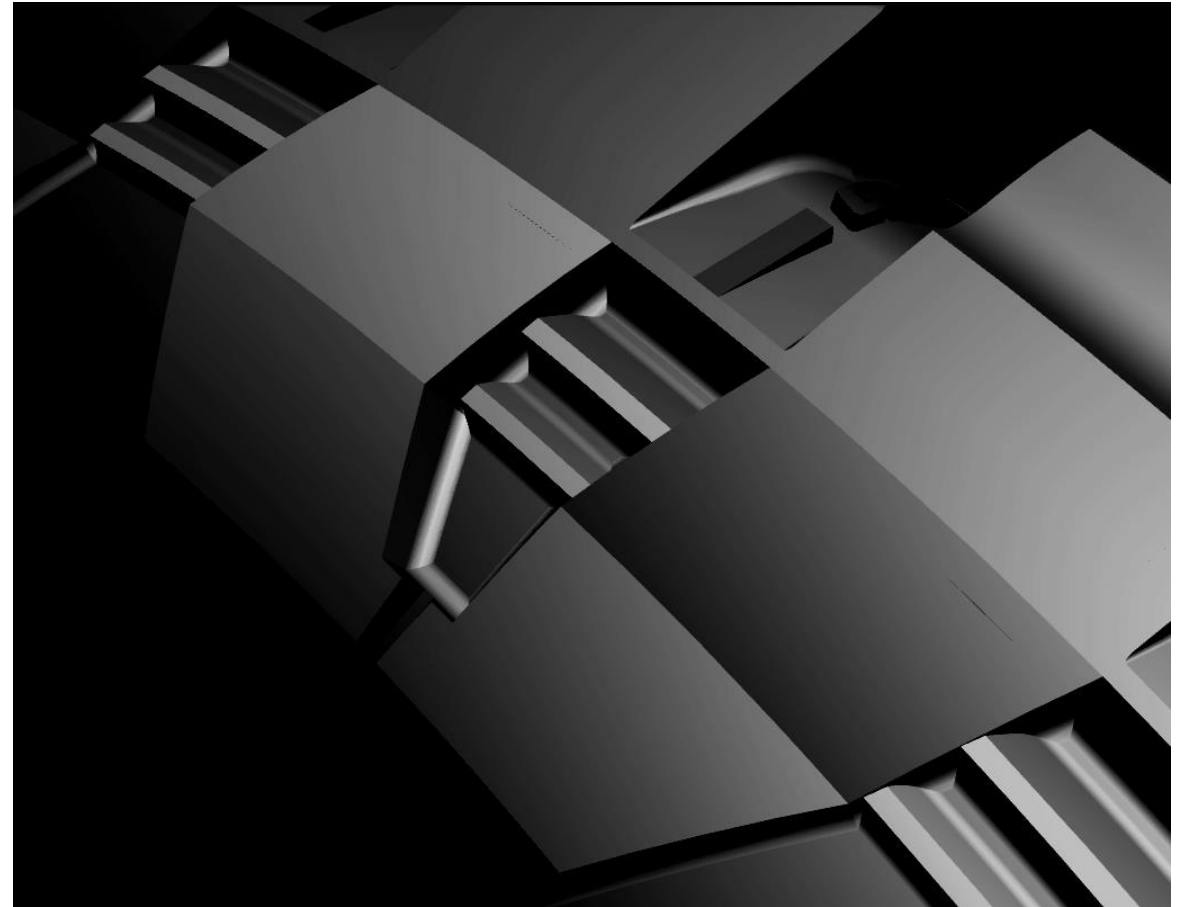
Off-Road Performance



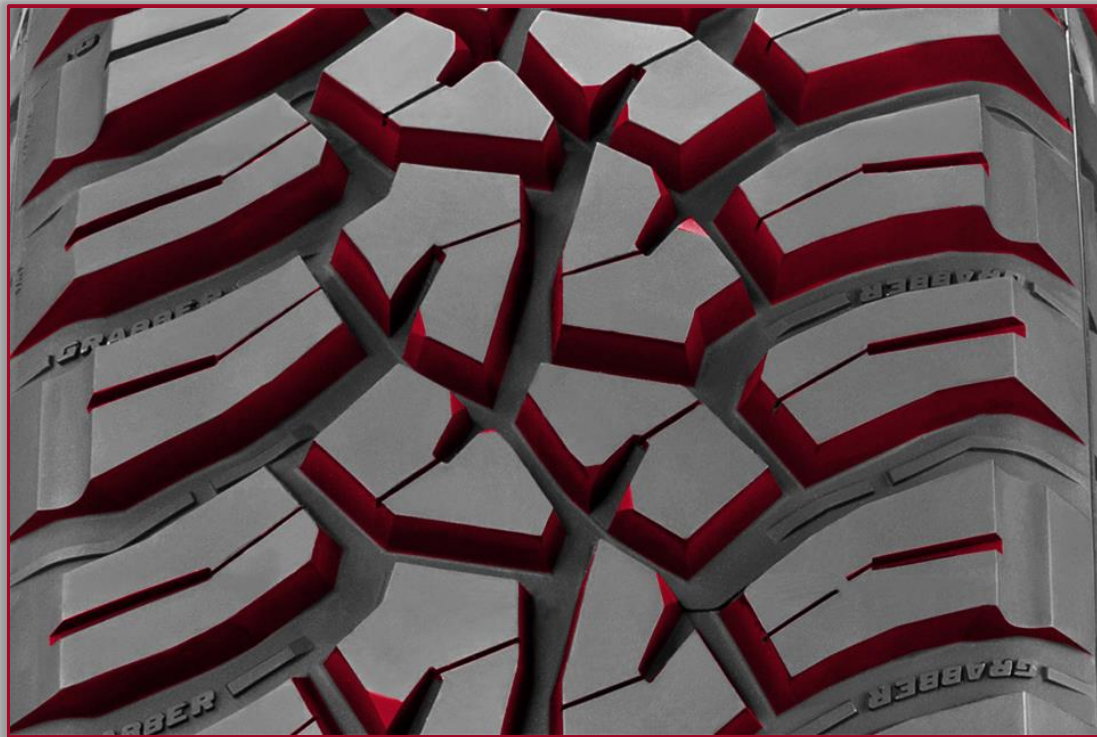
EXTREME ROCK



GRABBER™ X³



EXTREME ROCK



Feature

- ▷ Multi-angled gripping edges

Effect

- ▷ A large number of gripping surfaces and edges in every direction

Benefit

- ▷ Excellent grip on off-road surfaces

EXTREME ROCK



Feature

- ▷ Sidewall Protection Lugs

Effect

- ▷ Protecting the tire body from stones, rocks and debris
- ▷ The pads alternate in-and-out, providing additional side grip

Benefit

- ▷ Confident ride and improved grip during extreme off-roading

EXTREME ROCK



Feature

- ▷ Deflection Ribs

Effect

- ▷ Protecting the upper sidewall area against penetration by deflecting obstacles away from the tire body




Benefit

- ▷ Improved sidewall protection

Technical Highlights

Summary



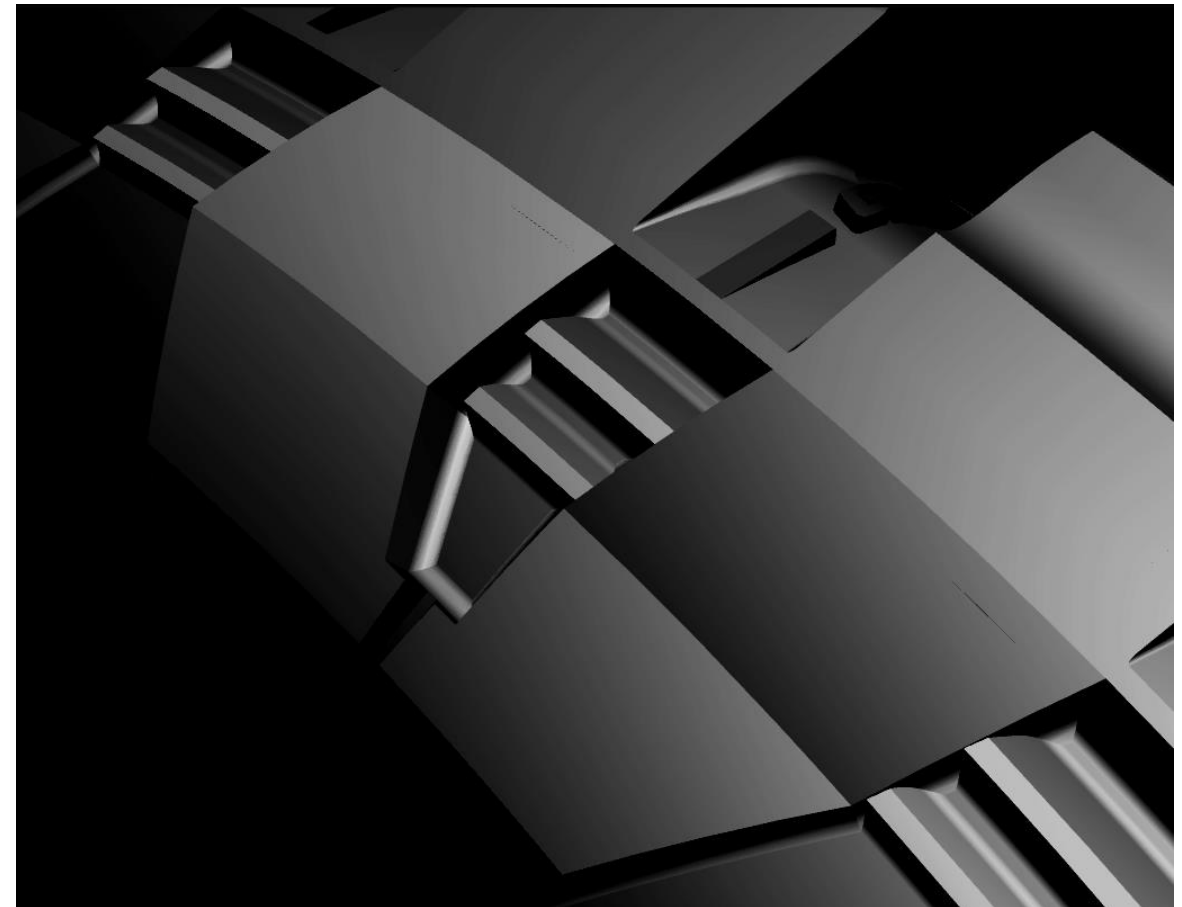
Feature	Effect	Benefit	
	<ul style="list-style-type: none"> ▷ High void pattern design ▷ Evacuation channels ▷ Alternating Shoulder Scoops 	<ul style="list-style-type: none"> ▷ Interlocking on rock and stone edges to transmit traction in extreme off-road maneuvers ▷ Open flow design ensuring quick and efficient Self Cleaning action ▷ Opening up large surfaces on neighboring blocks ▷ Helping break groove vacuum 	<ul style="list-style-type: none"> ▷ High traction level in mud, dirt, sand and gravel ▷ High traction level in mud and loose off-road surfaces ▷ Additional paddle grip in the shoulders ▷ Improved self-cleaning action
	<ul style="list-style-type: none"> ▷ Block Chamfers & Traction Notches ▷ Stone Bumpers 	<ul style="list-style-type: none"> ▷ Providing additional biting edges ▷ Opening the pattern for improved loose surface grip ▷ Help release stones and debris from the large, deep grooves ▷ Protects the groove bottom and minimizes stone drilling ▷ Added gauge improves puncture resistance 	<ul style="list-style-type: none"> ▷ Improved grip on loose off-road surfaces ▷ Improved tread life
	<ul style="list-style-type: none"> ▷ Multi-angled gripping edges ▷ Sidewall Protection Lugs ▷ Deflection Ribs 	<ul style="list-style-type: none"> ▷ A large number of gripping surfaces and edges in every direction ▷ Protecting the tire body from stones, rocks and debris ▷ The pads alternate in-and-out, providing additional side grip ▷ Protecting the upper sidewall area against penetration by deflecting obstacles away from the tire body 	<ul style="list-style-type: none"> ▷ Excellent grip on off-road surfaces ▷ Confident ride and improved grip during extreme off-roading ▷ Improved sidewall protection

Technical Highlights

DuraGen™ Technology



EXTREME STRENGTH



GRABBER™ X3

EXTREME STRENGTH



Feature

- ▷ 3-ply Construction
- ▷ Advanced cut and chip resistant tread compound
- ▷ Ultra High Strength Steel Belts

Effect

- ▷ Race proven durability and puncture resistance
- ▷ Low tread abrasion and excellent resistance to cuts and block tearing
- ▷ Exceptional penetration resistance and uniform footprint pressure

Benefit

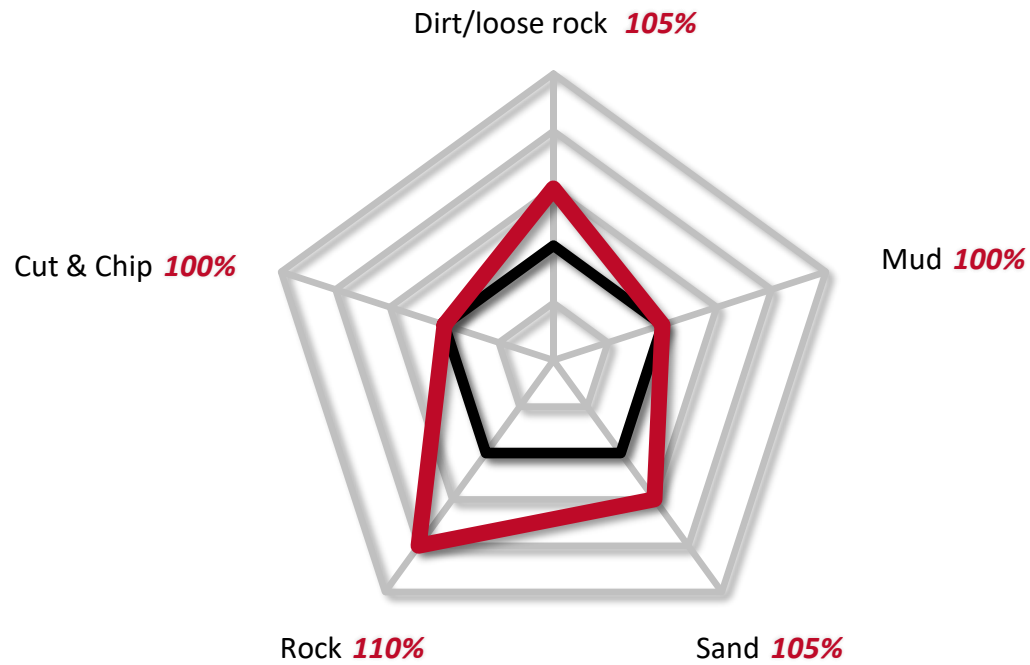
- ▷ Driving confidence under the world's most extreme conditions
- ▷ Improved tread life in rugged terrain conditions even in high-torque applications
- ▷ Confident stability under all approved load conditions

Technical Highlights

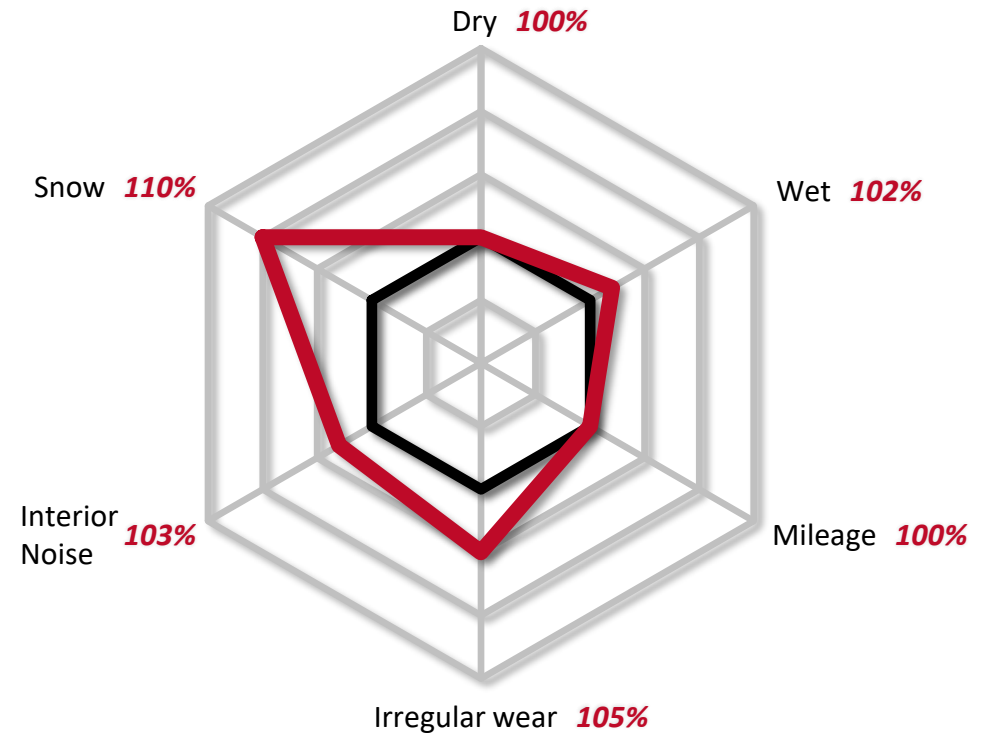
Performance Comparison



OFF-ROAD PERFORMANCE



ON-ROAD PERFORMANCE



Grabber MT
 Grabber X³

Technical Highlights

Sidewall features

Brand



GENERAL

Product Name



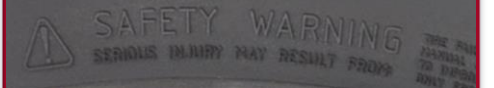
GRABBER

X³



X³

Safety Notice



SAFETY WARNING
SERIOUS INJURY MAY RESULT FROM
IMPROPER USE

POR



POR LR-E RAD

DuraGen Technology



DURA GEN
TECHNOLOGY





Marketing

Technical Highlights

▷ **Market Launch**

Market Launch

Product Range

Rim	Size	Sidewall
15	LT215/75 R 15 106/103Q LRD	BSW
15	LT235/75 R 15 110/107Q LRD	BSW
15	30 X 9.50 R 15LT 104Q LRC	BSW
15	31 X 10.50 R 15LT 109Q LRC	BSW
15	33 X 12.50 R 15LT 108Q LRC	BSW
15	35 X 12.50 R 15LT 113Q LRC	BSW
16	205 R 16C 110/108Q LRD	BSW
16	LT235/85 R 16 120/116Q LRE	BSW
16	LT225/75 R 16 115/112Q LRE	BSW
16	LT245/75 R 16 120/116Q LRE	BSW
16	LT265/75 R 16 119/116Q LRD	BSW
16	LT285/75 R 16 116/113Q LRC	BSW
16	LT265/70 R 16 121/118Q LRE	BSW
17	LT245/70 R 17 119/116Q LRE	BSW
17	LT265/70 R 17 121/118Q LRE	BSW
17	LT285/70 R 17 121/118Q LRE	BSW
17	33 X 12.50 R 17LT 114Q LRD	BSW
17	37 X 12.50 R 17LT 116Q LRC	BSW
19	255/55 R 19 111Q XL*	BSW

- ▷ Sizes: 19
- ▷ Speed Rating: Q
- ▷ Width: 205 to 317.5
- ▷ Aspect Ratio: 55 to 85
- ▷ Rim diameter: 15" to 19"

AVAILABLE IN THE MARKET

- ▷ Q4 2016/Q2 2017

- ▷ POR (Professional Off-Road) tyres are exempted from EU label



* 2-ply construction

Market Launch

GRABBER X³ SRL Sizes



- ▷ SRL in selected sizes expected to be available from Q3/2017 on



Market Launch

Tyre Fitment Examples



Dimension	Vehicles
205 R 16 C Q LRD	<ul style="list-style-type: none"> ▷ Toyota Hilux ▷ VW Amarok ▷ Nissan Navara   
LT 245/70 R 17 Q LRE	<ul style="list-style-type: none"> ▷ Toyota Land Cruiser ▷ Jeep Wrangler  
LT 265/75 R 16 Q LRD	<ul style="list-style-type: none"> ▷ Land Rover Defender ▷ Mercedes G Class  
LT 265/70 R 17 Q LRE	<ul style="list-style-type: none"> ▷ Toyota FJ Cruiser ▷ Dodge Ram 3500 ▷ Chevrolet Tahoe   
LT 235/85 R16 Q LRE	<ul style="list-style-type: none"> ▷ Land Rover Defender 

GRABBER X³



GENERAL TIRE

