Davanti Tyres launches new Protoura Sport Evo

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Davanti Tyres has officially launched the Protoura Sport Evo, its newest flagship ultra-high performance (UHP) summer tyre.

Davanti tells us…

(Photograph and all words from Davanti Tyres).

Building upon the success of the original Protoura Sport – launched in 2021 – the Evo model offers UHP and SUV vehicle owners a significant performance and safety upgrade compared to previous-generation fitments. It is engineered to set new standards in handling, braking and driving confidence across both wet and dry conditions.

Available in rim sizes ranging from 17”-22”, Davanti is meeting demand for the evolving automotive landscape. The ultra-high performance (UHP) sector has become a critical pillar of the tyre market, as rim sizes of 17 inches and above now account for nearly 60% of overall tyre sales, while 19-inch fitments alone represent 1 in every 6 tyres sold*.

This significant shift reflects the increasing prevalence of modern performance vehicles, family size SUVs and larger premium SUVs on the roads; driving demand for advanced tyres capable of meeting higher dynamic loads and performance expectations.

Developed through comprehensive research, advanced virtual design, and rigorous real-world testing, Protoura Sport Evo has been validated at leading European testing facilities to ensure peak durability, predictability and safety. This includes Davanti’s European Development Centre at Applus IDIADA in Spain, as well as open-road wear evaluations by DEKRA.

Additionally, performance data and feedback gathered through Davanti’s long-standing partnership with the professional racing school at the Autódromo Internacional do Algarve (AIA) in Portimão directly informed its dynamic tuning under extreme track conditions.

Engineered for enhanced handling and stopping power

Designed specifically for modern UHP vehicles and performance SUVs, the Protoura Sport Evo incorporates several key technical features:

- Silica-Enriched Compound & Continuous Centre Rib: These elements deliver superior cornering traction, high-speed stability, and a direct steering response.
- EV+ Ready Construction: Structural optimisations are designed to handle the instant torque, heavier weight, and quiet cabin requirements of electric vehicles (EVs). Specialised sidewall markings indicate the tyre is suitable for EVs.
- A-Rated Wet Grip: Evo achieves an ‘A’ rating for wet grip in line with EU label grading, delivering exceptional braking performance and maximum safety in rainy conditions.

- Serrated Tread Block Edges: These bite into the road surface under longitudinal load to deliver significantly shorter braking distances and controlled stopping power.
- Constricted Outer Noise Channels: These compress airflow to reduce cabin noise, providing a quieter and more refined driving experience.
- Integrated Rim Guard: This protects alloy wheels from kerb scuffs and everyday damage.

Peter Cross, Commercial Director at Davanti Tyres, said: “The Protoura Sport Evo represents an important step forward in our performance range. Through continuous investment in R&D and testing at Europe’s top proving grounds, we have crafted a tyre that gives drivers complete control, exceptional wet and dry braking, and elevated safety without compromising on comfort.”

The Davanti Protoura Sport Evo is initially available in 29 key rim sizes ranging from 17 to 22 inches, with further size range expansion expected in 2027.

For more information on the Protoura Sport Evo, visitwww.davanti-tyres.com.

*Davanti internal sales data, October 2026

About Davanti Tyres

Based in the North of England, Davanti Tyres was launched in 2015 to establish a new range of tyres, designed and engineered in Britain, to the global marketplace. Now sold in more than 80 countries, Davanti Tyres’ extensive product range spans applications for a wide variety of commercial and passenger car vehicles, including all-season, UHP, all-terrain, race, runflat and 3PMSF tyres.

All Davanti tyres are designed in the UK by experienced industry experts, manufactured in a state-of- the-art plant to exacting E-mark standards and tested at Europe’s leading proving grounds, including Davanti’s European Development Centre at Applus IDIADA in Spain.

For more information visit www.davanti-tyres.com

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