News of two new Firestone tyre ranges arriving in Britain

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Firestone is aiming to shake up the mid-price tyre segment in the UK with the launch, in the space of a few days, of a top-performing new touring tyre and a van product, it has been revealed.

Roadhawk, a tyre built to perform longer and offer drivers best-in-class wet grip and best in class dry braking, will supplement the Firestone range along with the Vanhawk 2 tyre.

Jake Rønsholt, Bridgestone Europe's consumer managing director, said, "Firestone has been producing quality tyres for more than 100 years. We understand what tyres have to go through and we listen to what drivers want. The new Roadhawk is designed to give everyday drivers a high level of safety and long-lasting performance, whatever the conditions."

New Firestone Roadhawk has been tested and proven by TÜV SÜD, the largest independent institute for tyre and wheel technology in Europe, and has received the coveted TÜV SÜD Certification Mark.



With its unique tread pattern and specially-developed compounds, Firestone Roadhawk has been designed to provide the highest possible level of wet control. The tyre achieves the top ‘A’ EU-label grade for wet grip, best-in-class performance. This is said to beat many brands in the premium-price tyre segment.

In addition to its best-in-class wet braking, independent TÜV SÜD tests show that the new Roadhawk also provides best-in-class dry braking performance, with braking distances up to three metres shorter than competitor tyres. Roadhawk is designed to provide long-lasting performance throughout the tyre's life span. Independent TÜV SÜD tests show that Firestone Roadhawk outperforms many competitors in the wet after 20,000 kilometres' wear.

Roadhawk is also said to offer up to 20% better wear performance than its predecessor Firestone TZ300. In addition, construction of the new tyre features a lightweight carcass tuned for low rolling resistance, aimed at giving motorists the reassurance of lower fuel consumption.

Firestone Roadhawk will be offered in a wide line-up covering 15" to 19" rim sizes with the first wave of sizes available across Europe from January 2017.

Meanwhile, the Vanhawk 2 retains the renowned durability and wear life of Vanhawk, but boasts significantly improved wet weather handling and fuel economy.



The result is claimed to be a tough versatile light-truck tyre that gives drivers total confidence on the road, however much it is put through its paces.

Engineers have upgraded the pattern design to achieve EU label B grade in wet grip, whilst

also tuning the tread and compound to provide excellent rolling resistance (EU label C for the full line-up) to help decrease fuel consumption and reduce carbon emissions.

Firestone has also retained the robust Vanhawk construction and long wear life, so that the tyre can stand the test of intensive commercial use and keep on performing day in, day out.

Jake added: “Van owners know that if a job’s worth doing, it’s worth doing well. With the robust and versatile new Firestone Vanhawk 2 tyre on your light truck, you’re already half way there”.

Both products are available from reputable tyre dealers across Europe in 20 popular sizes, and will be available in two additional sizes in the second half of the year.