AVON INTRODUCES ZX7 – ITS FIRST EVER ULTRA-HIGH PERFORMANCE SUV TYRE

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Avon Tyres has added an all-new SUV tyre to their high performance range, the Avon ZX7.

Designed for medium and large SUV fitments, the ZX7 – Avon's first ultra-high performance SUV tyre – offers outstanding grip ('A' grade wet grip) and handling.

Avon's ZX7 has been developed with a unique asymmetric tread pattern, which is specifically designed to cope with the weight of large SUVs. Large circumferential grooves in the tread clear water efficiently from the contact patch to reduce the risk of aquaplaning in wet conditions, while a large central rib increases feel and driving response.

The tread pattern of the ZX7 features 3D sipes, which have interlocking three-dimensional points inside the sipe. The 3D sipes provide the same benefits of a traditional sipe, including helping the tyre warm up and providing enhanced wet grip, but limit the amount of flex in the tread block which, in turn, helps control the amount of heat generation in the dry and keeps the tread block stable.

Among the new tyre's advanced technological features are the ZX7's Noise Damping Structures (lines), which help break up the noise or 'pipe resonance' that forms between the circumferential grooves in the tyre and the road surface – allowing for a quieter drive.

With a lightweight construction and reduced rolling resistance, the ZX7 also provides outstanding steering response.

Moulds for Avon's high performance tyre range utilise the latest technology in spring venting design for a higher-quality styling. A new bead profile design has also been utilised on the ZX7 to improve the tyre/rim seat interface and to ease tyre fitting.

Jeff Schumaker, Vice President of European Operations / Managing Director, Avon Tyres, said, “Extending Avon's high performance range with our new UHP SUV tyre gives us an even stronger offering in the passenger car market.

“All of our products in this segment are produced in Melksham, in the UK, and increasing our range strengthens even further Avon's brand positioning in Britain. Our research has shown there is the demand among consumers for an ultra-high performance SUV tyre and the Avon ZX7 will be launched this spring.”

For more information on the new Avon ZX7 and pricing, visit www.avon-tyres.co.uk.

You can also keep up to date with Avon on Facebook and Twitter.

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