

## AVON TYRES READY FOR WINTER WITH THE ALL-NEW WV7 AND WT7

Monday 1 August, 2016

Avon Tyres announced today the launch of the WV7 and WT7, two new winter tyres developed to provide motorists with added peace of mind during the winter months.

The Avon WV7 is a performance winter tyre, with increased sipe density to improve traction in snow, ice, slush and wet weather. Available in 15 to 18-inch sizes to fit popular performance cars, the Avon WV7 is H and V speed rated. It features forward-facing shoulder grooves and V- slots to enhance braking, while the backward-facing centre groove improves traction. The Avon WV7 is marked with the 'Severe Snow Conditions' three-peak mountain snowflake symbol.

The Avon WT7 is a premium winter tyre which has been performance tested in Alpine winter conditions. Available in a broad range of 13 to 16-inch sizes to fit many car types, the Avon WT7 also meets the 'severe snow' rating as shown by the three-peak mountain snowflake symbol and is T speed rated.

"Despite the high temperatures we are experiencing now and winter seeming a long way off, it's important to ensure our latest winter tyres are available to distributors and customers in plenty of time before the harsh winter months are upon us," said Jeff Schumaker, Managing Director – Cooper Europe, who has responsibilities for the Avon Tyres brand.

"It's been an exciting year for Avon Tyres, in terms of product development and the resulting new tyre launches across both our summer and winter ranges. With the Avon ZV7 and ZX7 introduced to the product portfolio in April, and now with the WV7 and WT7 launching onto the market, we have an updated core product offering available to our customers."

Avon has also introduced the WM Van tyre to the Avon winter tyre range, developed specially for medium-sized vans. It is designed to provide excellent traction in all winter conditions due to its high silica content tread formulation. It is available in a wide range of sizes to fit most popular van makes and models.

For more information on the new Avon Tyres winter range, visit [www.avon-tyres.co.uk](http://www.avon-tyres.co.uk).

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