



The best choice for extreme sport driving



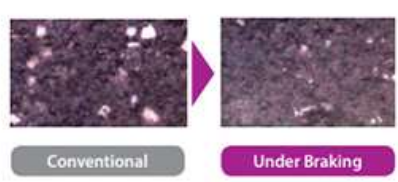
ECSTA PS71

- The best handling/brake performance on wet surfaces presented by the 4 main grooves.
- Fine and stable driving performance on dry surfaces.
- Improved high speed driving stability with strengthened belt/bead durability.

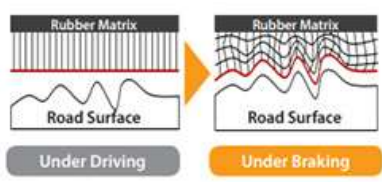


Compound Technology

1 High-dispersion Micro Silica Application(HDMS)
 - Maximized wear performance and fuel-efficiency by the application of high-dispersion silica.



2 High Grip Resin Application (High grip Resin)
 - Maximization of braking performance on all surfaces by the application of high performance resin.



3 Multifunctional S-SBR Application
 - Maximized driving and wear performance on wet surfaces by the application of multifunctional S-SBR.



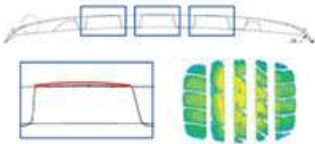
Tread Design & Technology

Optimum Block Design **A**

- Pattern design development to improve performance on dry surfaces and high speed driving stability

Contact Area Increase **B**

- Maximized tire contact area through optimum design by each rib type
- Improved gripping force and wear performance on wet surfaces



4 Main Grooves to Improve Drainage Performance **C**

- Direct drainage performance and application of wide grooves to strengthen the handling/braking performance on wet surfaces



Differentiated Tread Deco Design **D**

- Emphasis of ultra-high performance sports product image with the application of racing flag designs



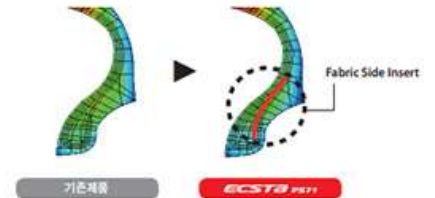
Belt Durability Strengthening **E**

- Application of new hybrid cappy made of steel belt
- Strengthening of handling performance during high speed driving



Bead Durability Strengthening **F**

- Increase of side stiffness with the application of Fabric Side Insert



Test Result

Test Track
Papenburg A.T.P.(Germany)
Idiada PG(Spain)
Goksung PG(Korea)

Size : 225/45 R17
Car : VW Golf 7 GTI

Existing product of the Company **ECSTA PS71**

