

Westlake Announces Major 4x4 and SUV Range Expansion for 2014

London, 3 February, 2014- Westlake Tyres, Zhongce Rubber's premium tyre range, already offers a wide assortment of passenger tyres for sale across the world. For 2014, Westlake has just announced a major range expansion to position itself as a leading provider of tyres in the fast-growing SUV and 4x4 tyre segment.

The first of several new ranges coming to the European market in 2014 is the Westlake SU318, an all-season tyre primarily designed for highway driving. This new H/T tyre range benefits from four longitudinal grooves which, combined with sipe positioning, ensures the SU318 offers improved water evacuation and superb wet traction performance.

Wet grip is also enhanced by the incorporation of the latest silica technology which has been adapted to ensure the optimum balance tyre handling (in all weather conditions) and ensuring the SU318 displays low rolling resistance characteristics, thus ensuring drivers benefit from lower fuel consumption.





The Westlake SU318 will be launched with an initial range of 40 dimensions ranging from 215/75TR15 up to 275/40VR20 in a combination of T, H and V speed fitments.

Even with 40 dimensions the range is impressive, but 'Phase 2' of the SU318 programme will deliver even more sizes later in 2014, making Westlake a true force in the 4x4/SUV tyre market.

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