

Press Information**ADAC: Dunlop SP Sport FastResponse with Touch Technology awarded 'highly recommendable'**

A triumphant start for the new Dunlop SP Sport FastResponse: The German Automotive Club ADAC awarded Dunlop's new high performance tyre SP Sport FastResponse with the top grade "highly recommendable" in its 2007 summer tyre test. The ADAC testers of Germany's largest automotive club with more than 15 million members were impressed most of all with the outstanding performance on both wet and dry roads.

The new SP Sport FastResponse is Dunlop's first tyre developed with the focus on Dunlop's new concept 'Touch Technology'. "These great test results confirm our continued efforts to develop excellent performing tyres that on top deliver outstanding road feedback", said Frederic Schilling, Brand Marketing Director Dunlop, Europe, Middle East and Africa.

"The SP Sport FastResponse is very well-balanced at a high level and has no flaws," was the ADAC's overall assessment. The asymmetrical non directional tyre performed exceptionally in wet and dry handling as well as in road stability. It was also at the top of the class in terms of dry braking, rolling resistance and aquaplaning resistance. The ADAC tested 17 summer tyres (205/55 R16 V) for use on vehicles like the Volkswagen Golf, Audi A3, BMW 3-series and Mercedes C-class. The SP Sport FastResponse is Dunlop's new high performance tyre for demanding drivers of compact and mid-sized cars.



Touch Technology – a wide range of tyre technologies

Touch Technology comprises a wide range of tyre technologies, which all together ensure that the tyre delivers enhanced road feedback:

Multi Radius Tread (MRT):

MRT permits the calculation of an exceptionally accurate tread surface. The more accurately the tread shape is calculated, the more homogeneous the pressure deployment in the contact patch becomes. The more even the pressure deployment, the more the tyre is on the road.

This bigger contact patch improves the dry handling capabilities. The improved pressure distribution also facilitates a smooth transition from straight driving into cornering. The biggest advantages of MRT are seen when the tyre performs in extreme conditions at cornering and high speed. MRT also ensures precise road feedback, allowing the driver to react faster.

Flatter profile:

The new SP Sport FastResponse features a flatter tread profile. The shape of the tyre depends on the ratio between camber and tread width. Camber describes how much the tread drops, measured from centre to shoulder. When camber is reduced, the contact patch becomes more square and 4-8% bigger depending on size and type, so the tread profile is flatter than before.

A flatter profile with bigger contact patch delivers better impulse, more stability and enhanced road feedback. The tyres respond quickly, accurately and with precision.

Tight connection between rim and tyre:

In addition to MRT and a stiffer sidewall, Dunlop developed a specific bead seat system strengthening a tight link between tyre and rim. Like the grip between a hand and the steering wheel, it ensures maximum control and another extra in sensitive road feedback.



Two ply design and reinforced side wall:

To boost the benefits of the Multi Radius Tread and the flatter tread profile design, Dunlop added a stiffer side wall and stiffer shoulders to the tyre, using 2-ply technology and a reinforcement strip. This adds to stability and precision.

Variable 'land to sea' ratio

The variable 'land to sea' ratio with less negative on the outside shoulder provides high steering precision and cornering stability. This means more control in both straight line and heavy cornering – and more control means a more relaxed driving experience.

About Dunlop

Dunlop is one of the world's leading manufacturers of high and ultra high performance tyres with an impressive track record of motor sport successes. Dunlop's extensive racing experience has led to innovative technologies for tyres designed for everyday motoring. Always looking to maximize driving pleasure, Dunlop offers all types of motorists the performance and durability of the latest tyre technologies, including tyres with RunOnFlat technology, which is fitted to award winning vehicles such as the BMW One and Five Series.

Many of the world's leading vehicle manufacturers fit Dunlop tyres as standard, which include premium sports cars such as Alfa Romeo, AMG, Audi, Bentley, BMW, Jaguar, Lexus, Mercedes-Benz and Porsche.

For more information on Dunlop, visit www.driversknow.co.uk

Contact:

James Bailey
Phone: 0121 306 6328
jbailey@dunlop-tyres.com