

# KLEBER

2018



**Kleber**  
Peace of mind. every time

# KLEBER VALUE PROPOSITION

## HIGH QUALITY PRODUCT

- WET LABELLING  
co-leader versus Tier2 competitor reference
- LONGEVITY  
leader versus Tier2 competitor reference

## STATE OF THE ART FOR ALL SEASON RANGE

- BEST Tier 2 offer in ALL SEASON segment
- Presence in all product categories  
Passenger car, SUV, Light Truck



# HIGH QUALITY PRODUCT



**NEW RANGE IN 2018**

  
**KLEBER**  
**DYNAXER UHP**

  
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# NEW KLEBER DYNAXER UHP

## IMPROVEMENT ON WET ROADS<sup>(1)</sup>

Better safety on wet roads.

- Braking distance compared to previous generation on wet roads is reduced by 13%, which corresponds to - 4.7 m.\*

## IMPROVEMENT ON DRY ROADS<sup>(2)</sup>

Better safety on dry roads.

- Braking distance on dry roads is reduced by 1.5 m compared to previous generation.\*\*

*(1) Michelin Group internal wet braking tests conducted on 18 May 2017 and 14 June 2017 on Ladoux test track, size 225/45R17 94Y. Tests results average.*

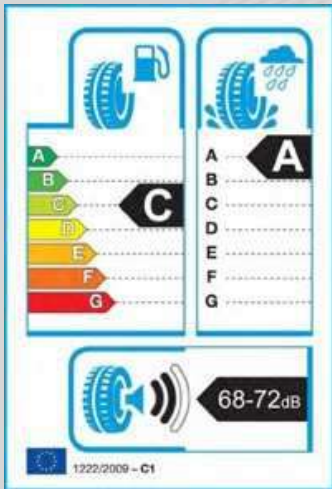
*(2) Michelin Group internal dry braking test conducted on 11 April 2017 on size 225/45R17 94Y on Fontange test track*

*(\*)Braking from 80km/h to 20km/h on wet road with ABS*

*(\*\*)Braking from 100km/h to 0 km/h on dry road with ABS*

# NEW ULTRA HIGH PERFORMANCE TYRE

for better performances from B to A on wet roads



**C level** labelling for rolling resistance on the majority of sizes.

The KLEBER Dynaxer UHP tyre holds **A level labelling** for braking on wet roads <sup>(1)</sup>

**Noise level** between 1 and 2 waves, 68 to 72 dB, depending on dimensions.

*(1) Labelling upgrade from B to A compared to previous range KLEBER Dynaxer HP3 .*

Grading results are depending on tyre sizes.  
Fuel efficiency (from A to G). Wet grip (from A to G). External rolling noise class (from 1 to 3).  
External rolling noise measured value (in decibels).



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## DESIGN & PERFORMANCE

A tread pattern designed to **clear out water** and guarantee **very good wet performance**.

Two large longitudinal central grooves to **avoid aquaplaning**.

**KLEBER logo** on the middle of the tread pattern symbolizing the **quality and authenticity**.

Ultra High performance **sidewall design** inspired by **KLEBER logo signature**.

**DYNAXER UHP signature** carved in the groove to give a UHP character to the tread pattern.



# AVAILABILITY OF NEW KLEBER DYNAXER UHP IN 2018

20 sizes **from July**

17"

205/40R17 84W XL

235/45R17 97W XL  
235/45R17 97Y XL

205/45R17 88V XL  
205/45R17 88W XL

245/40R17 91Y\*

225/45R17 91W  
225/45R17 91Y  
225/45R17 94V XL  
225/45R17 94W XL  
225/45R17 94Y XL

18"

225/40R18 92W TL  
225/40R18 92Y XL

245/45R18 100W  
245/45R18 100Y XL

225/45R18 95W XL  
225/45R18 95Y XL

255/35R18 98Y XL

235/45R18 98W XL  
235/45R18 98Y XL

\* Available from September 2018





## **KLEBER DYNAXER UHP**

product launch

KLEBER Dynaxer UHP product launch event in Central Europe.

- late spring 2018
- test and driving experience

*More details coming soon.*

# KLEBER SUMMER TYRES



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# TRUST IN KLEBER IN SUMMERTIME

high quality products

LIGHT TRUCK

PASSENGER CAR & SUV



**KLEBER  
Transpro**

C to F  
 B  
 72 dB

**KLEBER  
Dynaxer HP3**

C to F  
 B  
 69-72 dB

**KLEBER  
Dynaxer UHP**

C  
 A  
 68-72 dB



Grading results are depending on tyre sizes.

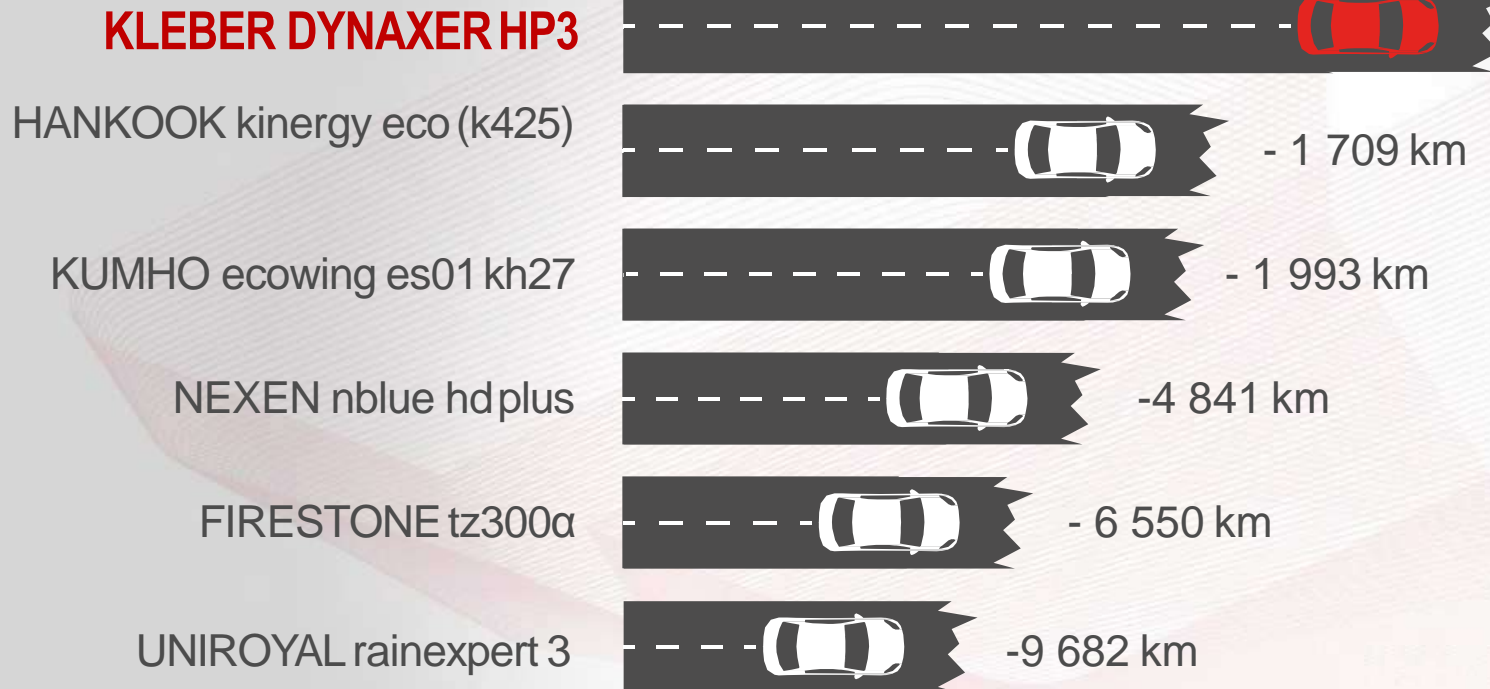
Fuel efficiency (from A to G). Wet grip (from A to G). External rolling noise class (from 1 to 3). External rolling noise measured value (in decibels).



# KLEBER DYNAXER HP3

## THE EXPERT OF LONGEVITY

TYRE WEAR<sup>(2)</sup>



**Compared to their main T2 competitors, KLEBER Dynaxer HP3 offers a better longevity.**

<sup>(2)</sup> Test conducted by DEKRA TEST CENTER, at Michelin's request, between May and June 2015, on dimension 195/65 R15 on VW Golf 7.



# KLEBER WINTER TYRES



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# TRUST IN KLEBER IN WINTERTIME

high quality products

LIGHT TRUCK

PASSENGER CAR & SUV



WINTER


**KLEBER  
Transalp 2**

 C to E

 B

 71 dB

**KLEBER  
Krisalp HP3**

 B to E

 B

 68-69 dB

**Kleber**  
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Grading results are depending on tyre sizes.

Fuel efficiency (from A to G). Wet grip (from A to G). External rolling noise class (from 1 to 3). External rolling noise measured value (in decibels).



**KLEBER KRISALP HP3**  
„**GOOD**” by ADAC in 2017 - the best possible mention for tyre<sup>(1)</sup>



**ADAC ranking no3**

*“A very well balanced winter tyre with good wear performance. Good also on dry and snowy roads.”*



**ADAC**

**KLEBER KRISALP HP3 IS AWARDED THE 3RD PLACE OUT OF 16TH, OUTRANKING ALL ITS MID TIER COMPETITORS – HANKOOK, FIRESTONE, SEMPERIT ... - AND SEVERAL PREMIUM BRANDS.**

<sup>(1)</sup> Comparative test done by ADAC on dimension 195/65 R15 91T, published on 26 September 2017.  
For more information go to ADAC official website, [www.adac.de](http://www.adac.de)

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# NEW SIZE EXTENSIONS IN 2018

to strengthen all season KLEBER presence

## KLEBER TRANSPRO 4S

### January

215/70R15 C 109/107S  
215/65R16 C 109/107T  
215/65R15 C 104/102T  
215/60R16 C 103/101T

### February

195/60R16C 99/97H

### March

205/65R15C 102/100T

### April

205/70R15C 106/104R

### June

185/75R16C 104/102R

## KLEBER QUADRAXER 2

### February

235/45R18 98W (XL)  
215/50R17 95W (XL)  
215/45R17 91W (XL)  
225/55R17 101W (XL)  
245/45R17 99W (XL)  
245/40R18 97W (XL)  
235/40R18 95W (XL)  
225/50R17 98W (XL)  
205/55R19 97V (XL)

## KLEBER KRISALP HP3 SUV

### May

215/60R17 96H (NL)

## KLEBER KRISALP HP3

### May 2018

235/55R17 103V (XL)

### October 2018

255/35R19 96V (XL)  
255/40R19 100V (XL)

# STATE OF THE ART FOR ALL SEASON RANGE





# TRUST IN KLEBER ALL YEAR LONG

LIGHT TRUCK

PASSENGER CAR & SUV



ALL SEASON

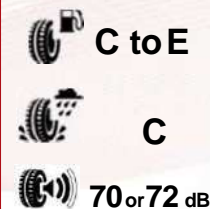
**KLEBER  
Transpro 4S**



**KLEBER  
Quadraxer 2**



**KLEBER  
Citilander**



Grading results are depending on tyre sizes.  
 Fuel efficiency (from A to G). Wet grip (from A to G). External rolling noise class (from 1 to 3). External rolling noise measured value (in decibels).

**KLEBER QUADRAXER 2**  
„€co-Meister 2017” by Auto Bild <sup>(1)</sup>



TESTED

# AUTO BILD ranking no4



## KLEBER QUADRAXER2

- ▶ 4th place by Auto Bild
- ▶ Best value for money tyre on the market, **€co-Meister 2017, €co-Meister 2016.**

**KLEBER QUADRAXER2 TYRE OUTRANKED ALL ITS TESTED MID TIER COMPETITORS, NEXEN AND HANKOOK.**

<sup>(1)</sup> Comparative test done by Auto Bild on dimension 205/55 R16 94V, published on 29 September 2017

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# KLEBER QUADRAXER 2

THE EXPERT OF LONGEVITY



TESTED

## TYRE LONGEVITY<sup>(1)</sup>

### KLEBER QUADRAXER 2

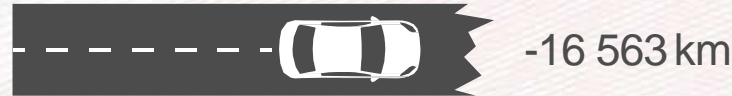
(55 250km)



APOLLO alnac 4g



HANKOOK kinergy 4s



NEXEN n'blue



**€co-Meister  
in 2016 & in 2017**

**COMPARED TO THEIR MAIN T2 COMPETITORS, KLEBER QUADRAXER 2 TYRE OFFERS BETTER LONGEVITY.**

<sup>(1)</sup> Comparative test done by Auto Bild on dimension 205/55 R16, published on 29 September 2017

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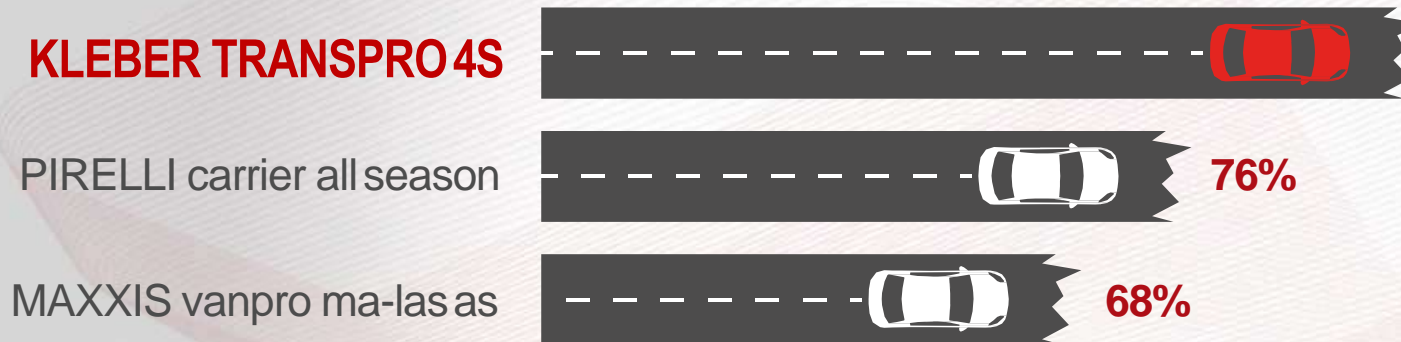
# KLEBER TRANSPRO 4S

"THE" ALL SEASON TYRE FOR LIGHT TRUCKS



TESTED

## TYRE LONGEVITY <sup>(1)</sup>



**COMPARED TO THEIR MAIN T2 COMPETITORS, KLEBER TRANSPRO 4S TYRE OFFERS BETTER LONGEVITY.**

<sup>(1)</sup> Test conducted by DEKRA TEST CENTER, at Michelin's request, during March 2017, on dimension 235/65 R16C on MERCEDES SPRINTER 313 CDI.



# PEACE OF MIND FOR CONSUMERS





## KLEBER CONSUMERS

„Tangible Benefit“

*“I’m willing to spend more than planned in order to get better quality. A well known brand, proven product performance, and third party recommendation, like magazines or car manufacturers reassure me.”*



**KLEBER  
CONSUMER**

- ▶ More man than woman
- ▶ Higher social level
- ▶ Live in urban / suburban area
- ▶ Everyday car use (~15-20 000km/year)
- ▶ Rely on dealers’ and/or any independent third party’s recommendation
- ▶ Seek good value for money and peace of mind
- ▶ Ready to pay more for better product performance

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# KLEBER ORIGINAL EQUIPMENT TO REINSURE CONSUMERS AND HELP YOU IN YOUR BUSINESS

Homologated by major car manufacturers





**THANK YOU!**

For our business successes!