

**BFGOODRICH® ALL-TERRAIN T/A® KO2,**  
*the new tyre for all-terrain vehicles able to face any challenge  
and opening up new horizons.*

Service de Presse - Media Relations Department - Groupe MICHELIN - 27 Cours de l'Île Seguin - 92100 Boulogne Billancourt

Boulogne-Billancourt, 3 July 2015

**PRESS KIT**

Media contact: + 33 1 45 66 22 22



BFGoodrich® All-Terrain T/A® KO2

## SUMMARY

# BFGOODRICH® ALL-TERRAIN T/A® KO2, THE NEW TYRE FOR ALL-TERRAIN VEHICLES ABLE TO FACE ANY CHALLENGE AND OPENING UP NEW HORIZONS.

Marketed in Europe from the early days of summer 2015, the new BFGoodrich® All-Terrain T/A® KO2 tyre offers exceptional robustness, combined with flexibility, durability, rigidity during braking and good road grip, ensuring compatibility with the toughest driving conditions and obstacles, particularly on asphalt, stony roads, earth, on tracks, through mud and through snow.

Designed based on technologies tested on race tracks, particularly on the famous Mexican Baja track, the BFGoodrich® All-Terrain T/A® KO2 tyre is the first all-terrain tyre designed for the general public to integrate CoreGard™ technology, tried, trusted and rewarded in rallies, offering unrivalled protection against damage to sidewalls.

A few figures reflecting the performance of the new BFGoodrich® All-Terrain T/A® KO2 tyre:

### + 20% of sidewall resistance.

Compared with its predecessor, which is still praised for its robustness, the BFGoodrich® All-Terrain T/A® KO2 tyre comes with a more resistant sidewall, offering better off-road performance<sup>1</sup>.

### + 100% in life cycle on gravel, + 15% on asphalt.

The life cycle of the BFGoodrich® All-Terrain T/A® KO2 tyre is twice as long on gravel roads<sup>2</sup>.

When off-road driving fans continue their adventure onto the asphalt<sup>3</sup>, and for professionals, to optimise performance.

### + 10 additional grip on mud, and + 19% on snow.

Off the beaten track, the BFGoodrich® All-Terrain T/A® KO2 tyre has improved its existing legendary traditional all-terrain performance by 10% for improved grip in mud<sup>3</sup> and by 19% in snow<sup>4</sup> when compared with the previous generation.



1. According to the results of in-house perforation tests carried out on the sidewalls in comparison to the All-Terrain T/A® KO tyre by BFGoodrich® (LT265/70R17). Sidewall perforation test results were obtained using a sidewall damage simulator (patent US20120245859A1 pending).

2. Off-road testing: according to the results of endurance tests on gravel sub-contracted to a third party and compared with the All-Terrain T/A® KO tyre by BFGoodrich® (LT265/70R17). Road testing: according to the results of in-house wear tests carried out in comparison to the All-Terrain T/A® KO tyre by BFGoodrich® (LT265/70R17).

3. According to the results of subjective in-house tests on muddy pavement carried out using SAE indexes and converted into percentages by competitive analysis programs, and in comparison with the All-Terrain T/A® KO tyre by BFGoodrich® (LT265/70R17).

4. According to the results of tests sub-contracted to a third party and carried out in comparison to the All-Terrain T/A® KO tyre by BFGoodrich® (LT265/70R17). Standard GM tests were used for the initial rotation of wheels.

## THE NEW BFGOODRICH® ALL-TERRAIN T/A® KO2 TYRE, TECHNOLOGIES TESTED ON THE MEXICAN BAJA TRACKS.

Thanks to the traditional innovation know-how of BFGoodrich® as an all-terrain tyre manufacturer, the teams of the legendary brand can offer the BFGoodrich® All-Terrain T/A® KO2 tyre, an advanced tyre benefiting from the latest technology developed and tested in all-terrain races and satisfying a long list of conditions.

The performances of the new BFGoodrich® All-Terrain T/A® KO2 tyre were obtained thanks to:

**More robust sidewalls:** The BFGoodrich® All-Terrain T/A® KO2 tyre uses the CoreGard™ technology developed for the Baja T/A KR2 tyre which increases the resistance of the sidewall rubber to perforations and impacts. BFGoodrich® engineers used computer-based modelling processes to describe and imagine the trajectories of objects and create a sidewall design likely to deviate sharp objects and reduce the risk of damage and perforation. The result is a more robust tyre, able to manage the conditions of many tracks



**A longer lasting tread:** The BFGoodrich® All-Terrain T/A® KO2 tyre comes with a new tread design and a rubber compound especially formulated to ensure that this tyre will last twice as long on gravel and 15% longer on asphalt when compared with the previous model. The tread rubber has been mixed in an optical manner to reduce chipping and cuts on the gravel. A new ground footprint and a self-locking tread design ensure more regular wear with long-distance use. Special stone ejectors remove objects from the tread to reduce incrustation in the tyre.



**Improved grip:** The characteristics of the BFGoodrich® All-Terrain T/A® KO2 tread promote improved traction in mud and snow. Sharper bars on the sidewall improve grip in mud, snow and pebbles. Raised tread on the shoulder helps to remove mud accumulating in the grooves, optimising grip on soft ground. 3D strips create sharp edges, improving traction in snow.



**This tyre benefits from 3 PMSF** (3 Peaks Mountain Snowflake – pictogram showing 3 peaks and a snowflake on the tyre sidewall) certification, indicating that it is suitable for use in winter, including in countries where winter equipment is mandatory.



**The BFGoodrich® All-Terrain T/A® KO2 tyre is designed for off-road driving, but also for drivers who regularly use tough roads covered with gravel, earth or snow, for leisure or professional purposes.** The robustness, durability and grip of the BFGoodrich® All-Terrain T/A® KO2 tyre, not forgetting its improved tread and exceptional road handling behaviour, are able to meet all challenges, regardless of the specific usage.

## DIMENSIONS AVAILABLE BETWEEN 1 JULY AND THE FIRST QUARTER OF 2016

1 <sup>st</sup> OF JULY 2015	1 <sup>st</sup> OF OCTOBER 2015	1 <sup>st</sup> OF FEBRUARY 2016
LT225/75R16 115/112 S	30X9.50R15 LT 104 S	33X12.50R15LT 108 R
LT245/75R16 120/116 S	31X10.50R15 LT 109 S	LT215/70R16 100/97 R
LT265/65R18 117/114 R	32X11.50R15 LT 113 R	LT215/75R15 100/97 S
LT265/70R17 121/118 S	35X12.50R15 LT 113 Q	LT225/70R16 102/99 R
LT265/75R16 119/116 R	LT215/65R16 103/100 S	LT235/70R16 104/101 S
LT285/70R17 121/118 R	LT235/75R15 104/101 S	LT245/65R17 111/108 S
LT285/75R16 116/113 R	LT265/70R16 121/118 S	LT245/70R16 113/110 S
	LT275/70R16 119/116 S	LT245/70R17 119/116 S
	LT225/65R17 107/103S	LT255/55R18 109/105 R
	LT235/85R16 120/116S	LT255/70R16 120/117 S
	LT245/75R17 121/118S	LT265/60R18 119/116S
		LT265/65R17 120/117 S
		LT315/70R17 121/118 S

## BFGOODRICH® SUPPORTS THE COMMERCIAL LAUNCH OF THE NEW BFGOODRICH® ALL-TERRAIN T/A® KO2 TYRE WITH A COMPETITION

To celebrate the launch of the BFGoodrich® All-Terrain T/A® KO2 tyre, the BFGoodrich® brand is inviting Internet users to play a game on the Internet between 22 June and 26 July 2015 to try to win the opportunity to test the new tyre «at the end of the world».

The principle of the competition is simple, while reflecting the advertising film accompanying the commercial launch: the player must throw tyres at mobile targets in a virtual setting and aim right! 4 BFGoodrich® tyres can therefore be thrown, multiplying players' chances of winning the draw by 4. The game can be shared on social networks. The winner will be able to test BFGoodrich® All terrain T/A® KO2 tyres at their dream destination. Up for grabs: A 100% 4WD trip, for 2 people, to one of the 4 destinations proposed: the Grand Canyon in the United States, Kruger park in South Africa, Turrialba in Costa Rica or Gullfoss in Iceland.

This competition will advertise the robustness, traction performance and durability of BFGoodrich® All-Terrain T/A® KO2 tyres to the general public. The game is available on the Internet and for tablets in France, Germany and United Kingdom.



**LINK TO THE COMPETITION SITE**

[www.bfgoodrich.com/letsgo](http://www.bfgoodrich.com/letsgo)

## BFGOODRICH®, A US HISTORY, FORMED THANKS TO COMPETITION, PARTICULARLY AT THE BAJA TRACKS.

Created in the United States in 1870 by a surgeon, Dr Benjamin Franklin Goodrich, the eponymous tyre brand has accompanied the development of the automobile industry in the United States. In the early 20th century, Henry Ford opted for BFGoodrich® to equip its Ford A as standard. During this century, the BFGoodrich® brand constantly innovated (first Tubeless tyre in 1946, first Radial tyre in the USA in 1965, etc.), while participating in incredible adventures such the first crossing of the United States by car in 1903, the first transatlantic flight with the Spirit of St. Louis of Charles Lindbergh (1927) and spacial flight with the Columbia shuttle in 1977.

In competition, BFGoodrich® has achieved exploits in all-terrain rallies, at the 24 hours of Daytona and Le Mans and even Pikes-Peak.

Above all, the history of the BFGoodrich® brand is closely tied to the famous Mexican Baja tracks. In 1976, for the first time, BFGoodrich® brought its radial tire to the track in order to develop the most solid all-terrain tyre available on the market.

At that time, no-one would have dreamt that BFGoodrich® had just launched a product that would lead to the birth of the all-terrain tyre category.

BFGoodrich® has been part of the Michelin group since 1990. Third tyre brand in the United States, BFGoodrich® is expanding on the European market with its ranges of all-terrain and mixed tyres, mainly dedicated to SUV. The brand is currently launching its 4th generation of all-terrain tyres in Europe.



## BFGOODRICH® EN QUELQUES DATES ET QUELQUES CHIFFRES

### 1870

the BFGoodrich Company is incorporated by Dr Benjamin Franklin Goodrich as the first rubber firm in North America.

### 1915

first victory for a US tyre at the Indy 500.

### 1946

first tubeless tyre for US cars.

### 1965

first US radial tyre: the "Lifesaver".

### 1967

first tyre that can be used flat.

### 1972

first radial racing tyre in 1972.

### 1977

the Columbia space shuttle takes off equipped with BFGoodrich® tyres.

### 1990

the Michelin group purchases BFGoodrich®.

### 2000

launch of the passenger car range in Europe with a front-line tyre: the G-force Profiler.

### 2006

winner of the WRC championship in its 1st year of participation in 2006.

### 26 VICTORIES AT THE BAJA 1000

for 27 consecutive entries.

### 10 VICTORIES

at the Dakar for 10 consecutive entries!

### A TOTAL OF OVER 80 VICTORIES

in raids and rallies using off-road vehicles on the Baja peninsula - the best results of any tyre brand by far.

