

General Tire, “Official Tyre Partner of the UFC” Hits the Shores of Singapore

European-made tyre brand with an American heritage brings unparalleled “Anywhere is Possible” driving experience to the Lion City.

Singapore, 23 June 2018. General Tire, backed by a century of American heritage, debuted in Singapore today at a launch event held near the Singapore Indoor Stadium. It made headlines in Singapore last June when it announced its multi-year partnership with Ultimate Fighting Championship (UFC), as the “Official Tyre Partner of the UFC” in the Asia-Pacific region.

General Tire, which is part of German-based Continental Tires, is recognised for its commitment to its core values of Performance, Reliability and American Heritage. Cameron Wilson, Head of Continental’s ASEAN region for BU PLT Replacement APAC and Managing Director of Continental Tyre Malaysia, kicked off the introduction at the event, “We are proud to bring General Tire to the Singapore market. With a strong track record in the SUV and 4x4 heritage, we showcase high-performance European precision and quality, offered at a good price positioning”.

The brand comes into the market with its Altimax series for passenger vehicles. The Altimax Comfort is a reliable partner for a comfortable and quiet ride with a low fuel consumption. Meanwhile, its “big brother”, the Altimax Sport, guarantees precise steering response and safe driving on winding and wet roads.

The development engineers at General Tire have also kept a clear focus on the tyres’ safety characteristics: both tyres feature a modern silica tread compound which offers low rolling resistance and an advanced tread pattern designed to deliver safety and performance on both wet and dry roads.

Apart from having all the technology of a premium label product, both tyres are also equipped with advanced features such as the Replacement Tyre Monitor (RTM) and Visual Alignment Indicator (VAI).

The Replacement Tyre Monitor (RTM) on the tyres’ centre rib provides a visual warning that the tyre is worn and has to be replaced. Similarly, the Visual Alignment Indicator (VAI) warns of misalignment of the wheel, if any, to avoid irregular and premature wear of the tyres. Both features are visible at three sections on the circumferential ribs and sipes of the tyres.

The Altimax Comfort is suitable for compact and medium-sized cars and available in 43 sizes, ranging from 13-inch (135/80 R13) to 16-inch (215/60 R16). The Altimax Sport suit a wide range of high-performance cars and available in 76 sizes, ranging from 14-inch (185/55 R14) to 18-inch (275/35 R18). They can be purchased through our distributing partner, Stamford Tyres, via 11 dealer outlets island-wide.



Tonight, the General Tire's brand spirit of "Anywhere is Possible" was again showcased with its partnership with the Ultimate Fighting Championship "UFC Fight Night". As the world's premier Mixed Martial Arts (MMA) organisation, UFC attracts a global spectatorship and a devoted fan base with its zealous motivation and ambitious mentality every year.

Said Cameron, "General Tire has a long history for sponsoring world-class championships and tournaments. The globally-popular MMA allows the audience to fully experience collisions and combinations of various fighting skills, and UFC's fearless and driven-to-perform competitive spirit matches perfectly with General Tire's 'Anywhere is Possible' brand spirit."

Through its brand spirit, General Tire encourages people to live fearlessly to exceed their boundaries and explore their true potential. Created for superior on and off-road driving, General Tire is committed to unparalleled driving experiences.

For more information on General Tire in Singapore, please visit www.generaltire.com.sg or contact +65 6897 3249.

About General Tire

The General Tire brand originated from Fort Mill, South Carolina in 1915 and owns the world's largest tyre site in Uvalde, Texas. The brand is part of Continental Tires, a company of Germany-based Continental AG. For over a century, General Tire has been passionately committed to its core values of Performance, Reliability, and American Heritage. The brand offers consumers a wide range of tyre products, including high-performance tyres, passenger car tires and off-road tyres. General Tire strives to unleash the potential of every SUV, providing a fearless driving experience to adventure-loving drivers – Anywhere is Possible with General Tire.

Continental Corporation

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2017, Continental generated sales of €44 billion and currently employs more than 240,000 people in 61 countries.

Press Contact

Janette Pang
+60 13 289 8663
janette.pang-wei-fong@conti.my

Link

www.generaltire.com.sg

Your contact:
Janette Pang, phone: +6 (0) 13 289 8663