

P R E S S R E L E A S E

Falken's launches new flagship AZENIS FK453 high performance tyre

All new FK453 delivers improved grip and lower noise levels as well as a 'Y' speed rating option

Offenbach, May 21st 2012: Falken has announced that its strongest and quietest ultra high performance tyre, the Azenis FK453 is to go on sale in the UK. For the first time, it will offer a Y speed rating (for 186mph or 300km/h) version. A replacement for the Japanese firm's FK452, revered by many car enthusiasts for its blend of performance and affordability, the Azenis FK453 will be available in a total of 62 sizes, including a 20" version, to fit sports and performance cars such as the VW Golf GTI, BMW 1 Series M Coupe, Porsche 911 and Audi RS5.

To ensure the tyre was appropriate for European roads and climate, Falken used its engineering team based in Frankfurt to develop the specification. In addition to testing on European public roads and private proving grounds, engineers also gained feedback from Falken's racing drivers at the Nürburgring who tested the tyres. The resulting "NUR-Spec" design incorporates a more warp resistant casing and additional nylon-reinforced cover ply to increase high-speed stability. This construction is complemented by a rounder tyre shoulder, optimising pressure deployment on the tread area.

In contrast to the previous FK452, dry handling has been improved by 25 percent whilst handling on wet surfaces is enhanced by 30 percent, delivering useful gains in control for lane changes and higher speed cornering. A combination of tread pattern and compound changes has led to eight percent reduction over the FK452 in braking distance on wet surfaces. To break the water film and deflect the water more effectively than conventional tread patterns, Falken has implemented three central tread grooves and staggered sipes integrated into the first tread bar on the tyre shoulder. In line with

its other new products such as the ZE914, Falken has increased the silica proportion. The strain characteristics of silica offer a larger contact area and better grip for the same tyre diameter, resulting in stronger interaction with the road surface.

To achieve the lower noise levels now expected by consumers, even those running low profile tyres, Falken introduced phase-shifted tread bars. The rounder shoulder contributes to the significantly lower rolling and pass-by noise.

The FK453 has already made its motorsport debut; Falken's UK drift team is using the tyre in a bid to retain the championship its driver Matt Carter secured last year.

The new AZENIS FK453 range will comprise 62 different sizes (25 to 50 series) making it applicable for a significant number of cars

225/50ZR17 98Y XL	Audi A4, BMW X1, Volvo V70
215/45ZR18 93Y XL	Mitsubishi Lancer, Volvo V50
235/45ZR18 98Y XL	Alfa 159, Mercedes C 63 AMG,
225/45ZR19 96Y XL	Infiniti G Coupé
265/40ZR18 101(Y) XL	BMW M3, Porsche Boxster/Cayman
265/35ZR19 98Y XL	Audi RS5, BMW 1 series M Coupé, Mercedes SLS AMG, Porsche Cayman
245/30ZR19 89Y XL	Audi A3/A4, Alfa 147/GT, BMW 1 and 3 series, VW Golf/Passat

Pressekontakt Unternehmen: FALKEN Tyre Europe GmbH, Nadine Cerone Tel.: 069-247 52 52 – 64, Fax: 069-247 52 52-11, E-Mail: n.cerone@falken-europe.de

For UK press enquiries: Propel Technology, Nick Bailey, Tel: +44 (0) 1295 724130, email nick@propel-technology.com

255/30ZR19 91Y XL	Audi A3/A4, Alfa 147/GT, BMW 1 and 3 series, VW Golf/Passat
285/30ZR19 98Y XL	Mercedes CLS 63 AMG/SL 63 AMG
295/30ZR19 100(Y) XL	Aston Martin V12, Audi R8, Porsche 911
305/30ZR19 102(Y) XL	Audi R8, Porsche 911
295/25ZR20 95(Y) XL	BMW M3, Porsche Cayman

Website - www.falken-europe.de

Available from Early spring 2012 from FALKEN distributors

Images



Pressekontakt Unternehmen: FALKEN Tyre Europe GmbH, Nadine Cerone Tel.: 069-247 52 52 – 64, Fax: 069-247 52 52–11, E-Mail: n.cerone@falken-europe.de

For UK press enquiries: Propel Technology, Nick Bailey, Tel: +44 (0) 1295 724130, email nick@propel-technology.com

About FALKEN Tyres Europe:

The technology and development of Falken High Performance Tyres and their driving characteristics have for many years been derived from motorsport, most recently its participation in the American Le Mans Series and Nürburgring 24 Hours. Tyre technologies developed on track are often transferred to the road, offering improvements in wet and dry grip, efficiency, feeling and control.

Falken is a brand of Sumitomo Rubber Industries Japan, with European headquarters in Frankfurt. In Europe, Falken has aggressively expanded its product range, launching new products in new sectors and niches across Europe. Falken's current products range from the track-inspired Azenis series including the latest FK453 flagship through to the efficient and innovative ZE914 and the rugged all-terrain WildPeak A/T and cold weather HS439.

All FALKEN products fulfil the ISO standards 9001 and 14001. For more information visit www.falken-europe.de or www.facebook.com/falkenmotorsports

Pressekontakt Unternehmen: FALKEN Tyre Europe GmbH, Nadine Cerone Tel.: 069-247 52 52 – 64,
Fax: 069-247 52 52–11, E-Mail: n.cerone@falken-europe.de

For UK press enquiries: Propel Technology, Nick Bailey, Tel: +44 (0) 1295 724130, email nick@propel-technology.com