

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

On line configurator offers easy access to tyre labels

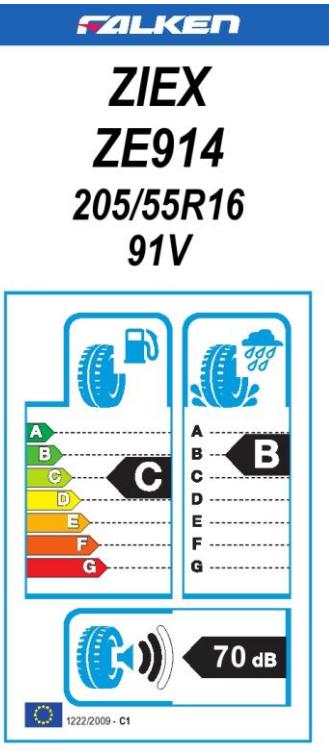
Consumers can access online tyre label configurator to get the data for each specific Falken tyre

Offenbach, 26.11.2012: Consumers seeking easy on line tyre performance data can now access an online configurator. Available for both car and truck tyres on Falken's new website (www.falken-europe.com), drivers simply put in the tyre size to receive a list of available tyres together with data covering wet weather grip, fuel efficiency and external rolling noise. The website also offers the ability to print out the tyre label, making it easy to compare performances against other tyres.

“The configurator helps consumers access easily data about our tyres and will complement the expertise and advice available from an authorised tyre dealer,” says Falken’s UK director Matt Smith. “The ability to print out a specific label means consumers can, at a glance compare products from numerous manufacturers.”

The configurator is available at www.falken-europe.com

Images



The image shows a tire label for the Falken ZIEX ZE914 model. The label includes the following information:

- Product Information:** FALKEN, ZIEX, ZE914, 205/55R16, 91V
- Performance Symbols:** Fuel efficiency (70%), Water resistance (70%), and a steering wheel icon indicating a quiet ride (70 dB).
- Energy Efficiency Grade:** C (highlighted in green).
- Environmental Grade:** B (highlighted in black).
- Size:** 205/55R16.
- Speed Rating:** V.
- ECO Label:** 1222/2009 - C1.

Consumers seeking easy on line tyre performance data can now access an online configurator from Falken. Consumers can also save and print labels specific to their chosen tyre.

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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 near Frankfurt. 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 HS449.

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

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