PRESS RELEASE

**ZTyre Donates All Profits From ‘World’s Most Expensive Tyre’ to the Zenises Foundation**

**London, 1 June, 2016-** ZTyre recently unveiled a record-breaking tyre during Reifen 2016 at Messe Essen in Germany, and now the Guinness World Record holder for the most expensive set of car tyres ever sold has confirmed that all profits from the $600,000 sale will be donated to the Zenises Foundation.

Nigel Hampson, Head of Business Development for ZTyre, commented that this action is in line with the principles of the Zenises Group. “Zenises has been founded with the mission of ensuring that it has constant social impact.  We hope that the social media buzz generated around this award will also highlight the work of the Zenises Foundation. And in doing so we hope that it will also encourage others in their own social awareness programmes.”

For more information on the Zenises Foundation please visit [www.zenises.com](http://www.zenises.com/) or via its YouTube channel.

**MORE ABOUT Z TYRES**

Z is a brand new high performance tyre range, specially designed for Europe’s demanding market. The goal of Z Tyre is to set a new benchmark for drivers who are not only ‘money smart’ but also understand the value that technically capable tyres add to the driving experience.

Given that Europe continues to adopt strict quality guidelines and stringent legislation, as part of its development process, the Z range has been extensively tested at Applus IDIADA, one of the world’s most technically advanced tyre and motoring test facilities. In back-to-back testing, Z displayed superior results in wet braking manoeuvres compared to the selected competitor tyres.

Z tyres are supported by excellent EU tyre label grades, offering the optimum balance between strong wet grip credentials, improved rolling resistance characteristics (helping to enhance fuel economy), and lower noise levels which provide a more comfortable ride.

All Z tyres come with ‘B’ grade for wet grip and many dimensions have also reached the same ‘B’ label grade for rolling resistance.

Z also benefits from an exclusive tread design, encompassing an optimised shoulder profile for precise handling, as well as an asymmetric tread pattern, designed to reduce irregular tyre wear and further improve wet braking performance.

The Z range initially lined up with 48 passenger and SUV tyre dimensions ranging from 195/65VR15 up to 295/35YR21XL, reflecting the latest OE tyre fitments and future requirements in the European replacement market. From April 2016, the range has been further expanded to account for additional popular sizes including 205/55R17 and 215/55R18. Moreover, Z now has its first run-flat offering with 17 car and SUV tyre dimensions being available in this construction.

Visit ZTyre.com website to find out more about the exciting Z performance tyre programme.

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