

# All season studded tyres from Q Tires

The innovative all season studded tyres from the stable of South Carolina (US) based Q Tires has many unique features that will make them a hot favourite of the driving community

The Greenville, South Carolina (USA) based Q Tires, Inc. is coming to market with an innovative, expandable and retractable studded tyre, conceived as an all-season tyre. At the push of a button, drivers can deploy studs for driving in snowy and icy conditions, and retract them just as easily for driving on normal wet and dry roads for the rest of the year.

The Q Tire is truly a round the year tyre with its value added stud capability ensures extra peace of mind when driving on icy roads. The product is scheduled to hit the US market during 2008 and will be marketed under the Q brand.

According to the company, these tyres offer the following benefits of safety and convenience:



Roy Bromfield



Abraham Pannikottu

- Drivers can now have greater control in ice and packed snow driving conditions with the push of a button.
- Q tyres are convenient, eliminating the need for owning two sets of tyres (summer and winter), for drivers who deal with wintry roads for part of the year.
- Q offers the enhanced benefits of studded tyres without the negatives of permanently studded tyres (road damage, noise, increased stopping distance on regular roads, and twice-a-year tyre changes).

Extensive testing, including those conducted on early-stage prototypes of the tyres by the Nevada Automotive Test Center was remarkably



positive, claims the company, adding that the product outperformed conventional all-season tyres in traction, braking and handling on ice, and was equal or superior to conventional studded tyres in the same studies. More recently, the tyres have been certified under the USDOT FMVSS 139 protocol (January and April, 2007) and have undergone UTQG certification for treadwear, traction, and temperature.

The US consumer tyre market alone is estimated to have 259 million units. Of these, 233 million units (OE and replacement markets combined) are of the all-season variety. Roughly 2/3rds of those drivers face occasional or frequent snow and ice and most don't have the need for winter tyres or permanently studded tyres, but are underserved by traditional all-season tyres when they face dangerous ice and packed snow driving conditions. Q tires are perfect for most driving conditions but "activate *Studs on Cue, for Traction on Cue, for Peace of Mind on Cue*, for ice and snow driving," says the company.

The company has already roped in Roy Bromfield, a 20-year veteran of Group Michelin, for the post of CEO. Abraham Pannikottu, a renowned design expert who had a long stint with Akron Rubber Development Laboratories (ARDL), USA is working with the company as Director of Testing. Dong Yun Lee, formerly of Hankook is the company's Director of Tyre Engineering and George Derdziak, who had been with Michelin, is Q's Director of Quality.

The Q is wireless activated technology that enables studs to extend, on cue, from above the surface of the tyre during times of packed snow and ice, yet remain below the surface during gentler and normal conditions. "Q Tires are designed in America to deliver better driving safety, convenience and the opportunity to preserve highways," says Bromfield.

The company maintains an R&D in Akron, Ohio and a joint venture in Qingdao, China. For more information, visit [www.Qtires.com](http://www.Qtires.com). ■