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Aeolus Tires Introduces New Ultra-High Performance Summer Sport Tire

SteeringAce Summer UHP is an exceptional value for discriminating drivers

LAS VEGAS, NV (November 4, 2014) – Aeolus Tires, a leading global tire manufacturer, announced today its release of the SteeringAce Summer UHP, an ultra-high performance (UHP) summer sport tire that provides competitive quality against top competitive brands, as tested by an independent research firm.

Designed for sports car, sports coupe, and performance sedan enthusiasts. The new SteeringAce Summer UHP combines competitive wet and dry handling, with excellent braking performance, while delivering very good levels of comfort.

The SteeringAce Summer is available in 38 popular, high volume SKUs. Popular automotive fitment applications include: BMW 330Ci and 330i, Audi A3 with sport package, Genesis 2.0T Coupe, Mercedes Benz C-E & SL class, Mitsubishi Lancer Evolution, Acura NSX, and the Lexus IS 350.

“The SteeringAce Summer UHP is the ultimate addition to the Aeolus portfolio of tires that our retail partners can offer,” said Mike Leverington, General Manager U.S., for Aeolus. “Providing drivers competitive wet / dry handling and braking performance, combined with a look and feel that is both sporty and comfortable, the new SteeringAce Summer offers a tremendous value for consumers seeking a tried-and-true quality product.”

SteeringAce Summer UHP features and benefits include:

- V directional tread design, engineered with advanced silica nanotechnology to improve overall wet & dry handling, braking, and tread wear performance
- Four longitudinal grooves linked with two V-shaped block tread elements provide excellent water evacuation to prevent hydroplaning
- Continuous Center Rib, designed to ensure stability and on-line center feel at highway speed
- Large block shoulder tread element design provides improved dry traction against higher cornering G forces

About Aeolus

Aeolus was founded in 1965, as a maker of heavy-duty off-road tires for trucks and earth moving equipment. One of the largest tire manufacturers in the world, Aeolus now also offers a complete line of environmentally-friendly, state-of-the-art passenger car and light truck tires for a wide range of Ultra-High Performance, High Performance, Touring, Light Truck All Season and All Terrain tires applications and sizes. For more information, visit aeolustireamerica.com or aeolustireamerica.com/pressroom.

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