

DEALER USE ONLY

KUMHO TYRES



4GET THE 4CAST
ECSTA 4x

ALL NEW, ALL WEATHER, ALL AFFORDABLE



Positioning Map

ECSTA 4X



target
Ideal for young demographic and performance vehicles

value for customer
Excellent in all conditions both wet and dry, all round performance at a great value price

value for dealer
Unique product with great profit potential

tread

handling

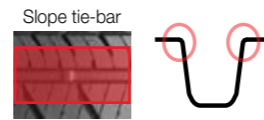


Inside tread
Improves water clearance for high levels of wet weather performance.

Outside tread
Optimises cornering performance.

long lasting wear

Extended wear rates
Multi-angled tread block stiffens the tread area for greater strength.



low noise

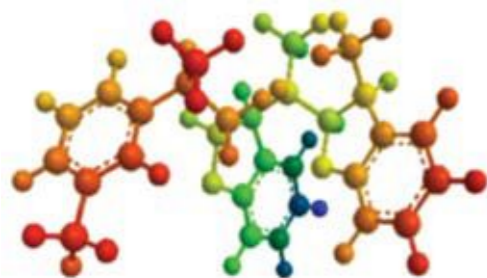
Tread pitch sequencing
Delivers low noise levels for day to day driving.



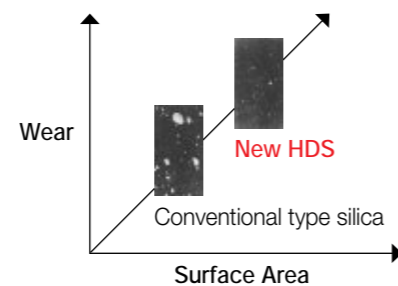
compound

Optimal 4 season performance delivered by applying endurance race proven new concept silica.

High Grip Resin
Improvement of both grip power and traction capability by applying HGR (High Grip Resin).



High dispersible & particle size silica
By applying brand new nano-size Silica, optimises wear and wet traction capability without compromise.



Tyre comparison

Test vehicle:
2011 BMW E92 328i Coupe

Tyre size:
225/45R17



Brand		KUMHO
Pattern		ECSTA 4X
Real world road ride rating	Ride Comfort	7.23
	Noise Comfort	7.11
	Handling	7.63
	Overall Road Rating	7.32
	RANKING	2
Performance drive (Dry Test)	Cornering Stability	7.70
	Steering Response	7.83
	Braking Modulation	7.66
	Handling Predictability	7.51
	Overall Rating (Dry)	7.68
RANKING	1	
Performance drive (Wet Test)	Cornering Stability	6.71
	Steering Response	6.78
	Braking Modulation	6.80
	Handling Predictability	6.77
	Overall Rating (Dry)	6.77
RANKING	2	
Slalom time	Dry	Seconds: 5.19
	RANKING	1
	Wet	Seconds: 5.41
	RANKING	2
Lap time	Dry	Seconds: 30.99
	RANKING	1
	Wet	Seconds: 33.27
	RANKING	2
Stopping distance (50-0mph)	Dry	Feet: 87.9
	RANKING	3
	Wet	Feet: 108.9
	RANKING	1
Average cornering	Dry	g-Force: 0.88
	RANKING	1
	Wet	g-Force: 0.75
	RANKING	1
Results	Rating	7.27
	RANKING	1

*Source: Tire Rack, August 5, 2011(USA), Tested against three leading competitor tyre brands Yokohama, Hankook and General. <http://www.tirerack.com/tires/tests/testdisplay.jsp?ttid=151>



additional information

Rim Size	15 - 20 inch		
Series	55 - 35		
Speed Ratings	W - V		
Pattern Designs	Asymmetric		
Tyre Sizes	205/55 R15 V04L 225/50 R16 W04L 215/55 ZR16 W04L 225/55 ZR16 W04L 205/40 ZR17 WXLL 245/40 ZR17 W04L 255/40 ZR17 W04L 275/40 ZR17 W04L 205/45 ZR17 WXLL 215/45 ZR17 WXLL 225/45 ZR17 WXLL 235/45 R17 WXLL	245/45 ZR17 W04L 205/50 ZR17 WXLL 235/50 R17 W04L 215/55 R17 V04L 255/35 ZR18 WXLL 255/40 ZR18 WXLL 265/35 ZR18 WXLL 275/35 ZR18 W04L 225/40 ZR18 WXLL 235/40 R18 WXLL 245/40 ZR18 WXLL 215/45 ZR18 WXLL	225/45 ZR18 WXLL 235/45 ZR18 WXLL 245/45 ZR18 WXLL 235/50 ZR18 W04L 245/50 ZR18 W04L 255/35 ZR19 WXLL 245/40 ZR19 W04L 255/40 ZR19 WXLL 245/35 ZR20 WXLL 255/35 ZR20 WXLL 255/45 ZR20 WXLL 245/45 ZR20 W04L
Ply Ratings			
Tyre Categories	Sports, Touring		

Now available with the ECSTA 4X KU22



For your customers peace of mind ensure they're covered against tyre damage resulting from:

- POTHOLE
- HITTING GUTTERS
- OBJECTS ON THE ROAD

Low profile high performance tyres come at a price, so why not protect this investment with Kumho's 'No Worries' Road Hazard Warranty.

Your customers will be guarded against tyre damage due to road conditions such as potholes, gutters and foreign objects on the road.



www.kumho.com.au



communications@kumho.com.au



www.facebook.com/kumhotyres



[@kumhotyres](https://twitter.com/kumhotyres)

Kumho Tyre Australia Pty., Ltd.

Level 2, Unit 214 Versatile Building 29-31 Lexington Drive Bella Vista NSW 2153 | T (02) 9912 9800 | F (02) 9912 9830 | PO. Box 6199 Baulkham Hills NSW 2153

Proud Supporters of:

