



PRESS RELEASE

## **Z Tyres Enters Guinness Book of World Records for 'World's Most Expensive Car Tyre'**

**London, 24 May, 2016** – As critical components of driving safety, tyres should always be valued - for our journeys with loved ones, for our memories of great road trips and even for transporting our precious possessions. To celebrate and recognise the true worth of its range of high performance tyres, Z Tyre has engaged one of the world's most exclusive jewellers to develop a very special Z1 tyre to be unveiled for the first time at Reifen Essen 2016.

Combining 24 karat gold and specially selected diamond stones, this unique set of Z Tyres was designed and decorated with the assistance of Joaillier Prive and its Italian artisan jewellers before being returned to the UAE for the application of gold leafing by the very same craftsmen who have worked on the new presidential palace in Abu Dhabi. With the special set of four tyres recently being independently valued at \$600,000 by Guinness World Records and duly recognised as the 'World's Most Expensive Set of Car Tyres' , the world-beating Z Tyre on prominent display in Essen's Hall 3 is bound to attract lots of attention.

Commenting on this new world record, Zenises CEO Harjeev Kandhari said: "We've always treasured the outstanding skills and dedication involved in developing our Z Tyre range so we thought what better way to celebrate this achievement than with a record-breaking special set of tyres. By displaying such ornate craftsmanship in the Z Tyre, we not only want to draw attention to this magnificent centre piece, but also celebrate the true intrinsic worth of Z Tyre - delivering safety and performance on the roads of Europe every day. It really is a tyre to treasure".



## **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 expand 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](http://ztyre.com) website to find out more about the exciting Z performance tyre programme.



ZTYRE.COM

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