



f **FIT ICE**

Laufenn

Journey in Style

When the Blue that represents rational value and the Red that represents emotional value meet, the Violet of Laufenn is born. Laufenn provides smart consumers both practical value and satisfaction.



Laufenn ensures an exceptional driving experience through optimized performance – In any weather or in any season, rain or snow, summer or winter.

Laufenn provides the performance you need over a wide range of conditions – in your everyday life, under any road conditions, on or off-road.

Confident

The ability Laufenn provides is rooted in its uncompromising commitment to quality. When you go to work or head out to meet your friends... When you go on a trip or venture out to a new place... Laufenn is there with you everyday providing optimized performance and confidence.

Simple

Laufenn is Simple – with no add-ons and nothing to spoil your driving experience. Committed to the basics, Laufenn offers a pure driving experience tailored to for your needs.

Open-minded

Laufenn refuses to accept a one-size-fits-all attitude. You know value when you see it and are determined to embrace new choices. Making Laufenn your choice is transforming your own value into a new trend.

Sensible

Laufenn understands your refined taste. You have an extraordinary eye for quality – all at a glance. Your choices are always solid. Laufenn expresses your excellent style and represents your fashionable personality.



Laufenn FIT ICE

Studdable Winter Tire



Ice



Snow



Wet



Braking

The I FIT Ice winter tire provides drivers with comfortable and competent driving performance in snowy and icy winter road conditions.



FEATURES

- Excellent braking in icy conditions (studdable)
- Enhanced braking and traction in snow and ice conditions.
- Reduced road noise and comfortable ride

I FIT ICE

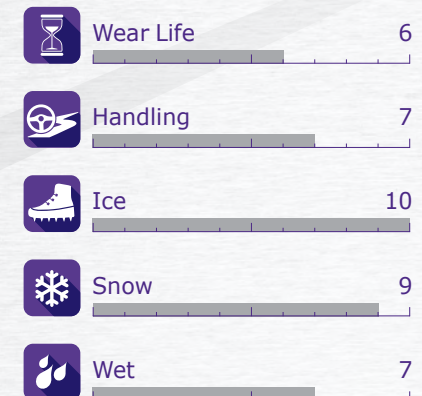
Speed Symbol : T

S.W. : 185~245

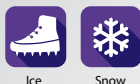
Series : 45~70

Inch : 14~18"

Performance Information



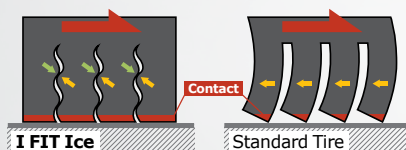
Ice & Snow



An advanced tread pattern and special winter rubber compound ensures ultimate performance on snowy and icy winter roads.

3D Kerf

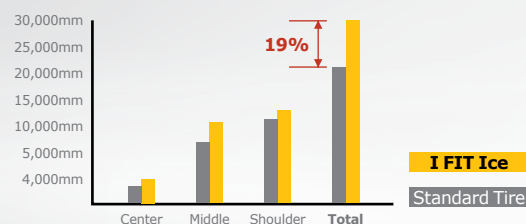
The 3D wave-patterned kerf design used in the I FIT Ice provides improved grip and handling performance by minimizing block movement when driving.



Snow Kerf

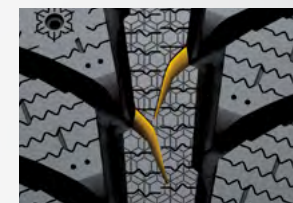
The snow kerf design used by the I FIT Ice is longer than standard designs, improving braking and handling in the snow.

The Total Length of the Sipe



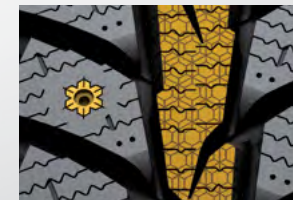
Claw Edge

A claw-shaped 3D edge design in the tire's centre tread blocks helps to improve traction performance on snowy and icy roads.



Snow Slits

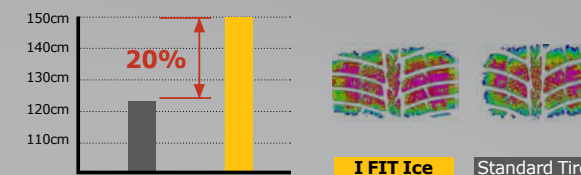
An advanced snow slit design ensures maximum edge grip on icy roads for better traction.



Ice & Snow Performance

Compared to conventional tires, the contact patch area of the winter I FIT Ice is enlarged by as much as 20%, increasing braking performance on snowy and icy roads.

The Actual Contact Area



Snow & Wet

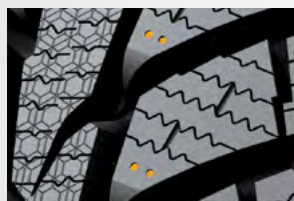


Snow



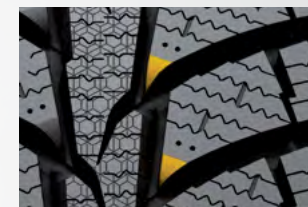
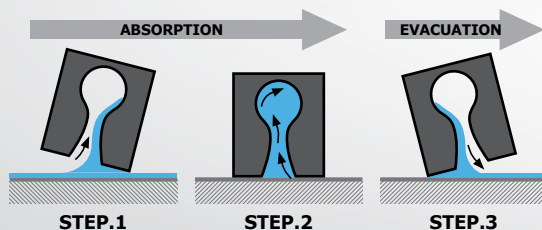
Wet

An advanced tread pattern and special winter rubber compound ensures ultimate performance on snowy and icy winter roads.



Absorbing Holes

Small holes designed into the tire's tread blocks absorb water helping to maximize performance in wet, slushy conditions.

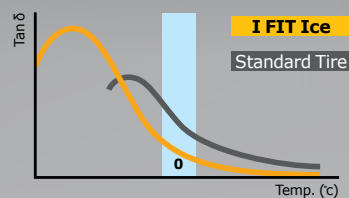


Aqua Slant

A slant block design in the centre of the tire's contact patch ensures more efficient water drainage for better driving performance.

Winter Compound

The application of a new winter rubber compound with improved low temperature performance enhances grip for competent winter driving.



Stud Technology



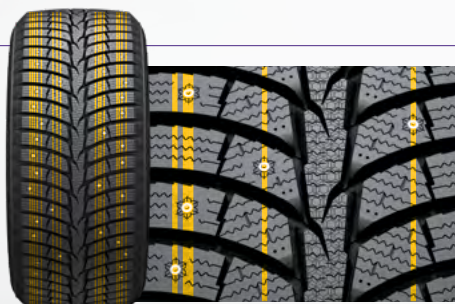
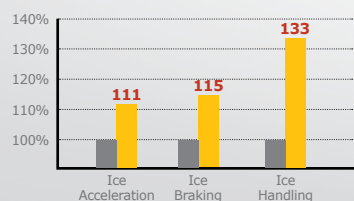
Ice

An optimized stud pin arrangement design enhances both braking and steering performance on slick snowy or icy winter roads.

16 Row Stud Technology

This advanced stud pin design technique disperses the stud pin arrangement in 16 unique lines, maximizing braking and traction performance.

Ice Grip Performance

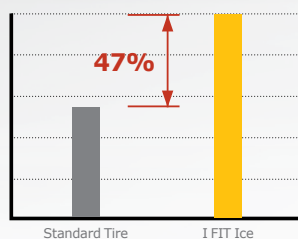


I FIT Ice
Standard Tire

Stud Pin Located at the Centre

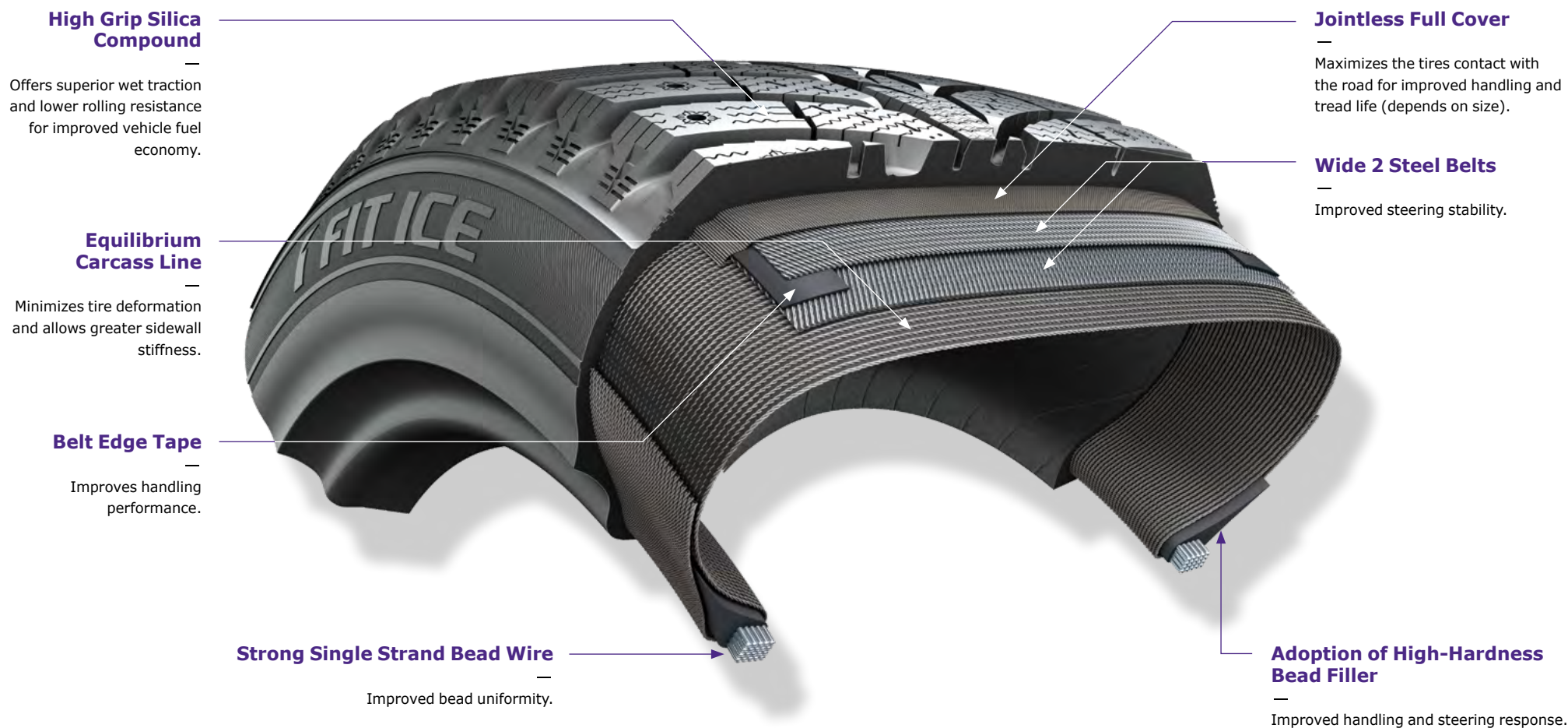
By locating multiple stud pin lines in tread blocks in the centre of the tire's contact patch, the I FIT Ice offers improved straight line stability, cornering and handling on icy roads.

total number of middle block studs



TIRE STRUCTURE

The I FIT Ice adopts new technology for safety and comfort in snow and ice-covered road conditions.



* The model size in the structural diagram is for the 205/55R16T tire, and the descriptions of structural diagrams may vary by size.



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