



New Infinity Sizes for 2010

Infinity tyres, exclusively distributed in the UK by Bond International, have announced the imminent release of seven new sizes across three tyre patterns.

One new size (195/70R14) is being released for the PCR INF 030 pattern. Produced using the Infinity Eco-Friendly Fuel Efficient manufacturing process (EFFE), the INF-030 tyre offers a quiet and comfortable ride for modern high-performing family cars. The distinctive grooves and patterns provide increased biting edge and generate outstanding all-terrain, all-weather grip.

Five new sizes will be available for the PCR INF 040 pattern. These are 175/60R15, 175/65R15, 185/60R15, 195/45R16 and 185/50R16. The application of Infinity's Advanced Comfort Control Construction engineering has created the INF-040 – passenger car tyre which delivers outstanding safety performance. With tighter grip for cornering, improved handling capability and enhanced response, the INF-040 is a superb passenger car tyre designed for small and medium family car applications.

In addition, there will be one new size (235/65R16) available for the van radial tyre INF 100. The application of the Infinity EFFE production process and the implementation of the Infinity Advanced Comfort Control Construction techniques have led to the creation of a van tyre which offers balance, economy, comfort and enhanced traction. By dovetailing the block arrangement, the pattern sequence and the groove configuration, the INF-100 delivers comfort, response and reliability in all conditions.

Martin West, General Manager, Infinity Tyres Europe commented – “We are constantly seeking to improve the range and portfolio of Infinity Tyres and this represents another positive step in our goal to react to customer requests and to satisfy driver needs. These seven sizes were produced as a direct result of customer research – we asked our distributors which sizes they wanted, and we went and made them. This will further reinforce the growing reputation of Infinity as a brand and of Infinity as a provider of a high quality range of tyres.”

For further information, please visit the Infinity web site (www.infinity-tyres.com) or call Bond International on 0844 8440112.