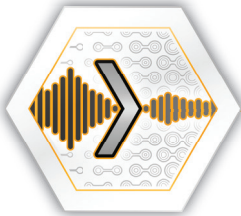


# Trusted by manufacturers. Valued by consumers.

The new **EcoContact 7** tire series.

German engineered safety meets redefined efficiency.



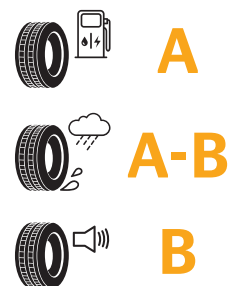
Enhanced noise reduction  
thanks to our pattern  
technology



Redefined efficiency  
through advanced  
materials



Tailored compounds  
for improved  
fuel efficiency



# The new EcoContact 7 tire series.

## German engineered safety meets redefined efficiency.

Discover the new EcoContact 7 tire series, where innovation, efficiency, and tailor-made performance converge. Drawing inspiration from such diverse fields as sports and advanced materials science, our tires deliver an exceptional drive. The EcoContact 7 and EcoContact 7 S share very low rolling resistance, but their rubber compounds have different characteristics. No matter if it's saving energy, noise reduction, or dynamic handling, the combined strengths of these customized tires will revolutionize the on-road driving experience.

### When every mile counts, trust in a tire that takes you further.

Our EcoContact 7 tire series impresses with more efficiency thanks to the innovative Smart Energy Casing material that effectively minimizes energy loss while maximizing robustness. In addition, our new Aero Dimple design, inspired by sports science, ingeniously reduces drag, optimizes aerodynamics, and conserves energy, just like on a golf ball. The outcome: added range and cost savings on every trip.

### When city life gets noisy, your tires stay quiet.

Experience effortless urban driving with our Silent Pattern feature, designed for any type of passenger and light truck vehicles. This innovation significantly reduces exterior road noise for a soothing ride, especially in urban traffic. The tire design features tread blocks with mini-sized spaces engineered to diminish noise, making the EcoContact 7 the right choice for downtown driving.

### When your tire fits as perfectly as a tailor-made suit.

Every EcoContact 7 features a bespoke compound to match your vehicle – all designed for a specific purpose: The difference between the EcoContact 7 and EcoContact 7 S lies in their rubber compounds. Both tires feature low rolling resistance yet emphasize different qualities. The EcoContact 7 compound focuses on fuel-saving efficiency, while the EcoContact 7 S compound was developed to enhance driving dynamics. Perfectly tailored to meet any expectation!

## Technology information.

### Performance comparison.

|                 | EcoContact 6 | EcoContact 7 | EcoContact 7 S |
|-----------------|--------------|--------------|----------------|
| Sportiness      | •••          | •••          | ••••           |
| Wet performance | •••          | •••          | •••            |
| Dry performance | •••          | ••••         | ••••           |
| Durability      | •••          | •••          | •••••          |
| Comfort         | •••          | •••••        | •••••          |
| Efficiency      | •••          | •••••        | ••••           |

## Product Positioning.

|   | ≤15"   | 16" | 17" | 18" | 19" | 20" | 21"  | 22" | ≥23" |
|---|--|-----|-----|-----|-----|-----|--|-----|------|
| <b>Fuel Efficiency &amp; Noise</b><br>OE Only |  <b>EcoContact™ 7 &amp; EcoContact™ 7 S</b> |     |     |     |     |     |  <b>NEW!</b>            |     |      |
| <b>Sport</b><br>OE & RE                       |  |     |     |     |     |     |  <b>SportContact™ 7</b> |     |      |
| <b>Safety &amp; Comfort</b><br>RE Only        |  <b>PremiumContact™ 7</b>                   |     |     |     |     |     |  |     |      |
| <b>Longevity</b><br>RE Only                   |  <b>UltraContact™</b>                        |     |     |     |     |     |  |     |      |