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Dunlop RoadSmart III chosen by STORM Eindhoven for 'Around the World Adventure' on radical Electric Motorcycle

- STORM Pulse is described as the 'Tesla of motorcycles' with a 380km range
- STORM Eindhoven team ride around the world in 80 days to demonstrate the potential of sustainable transport.
- RoadSmart III chosen for 'Stronger for Longer' Performance : 82% better front tyre durability than average of tested competition*
- STORM Pulse tested at Dunlop's Mireval Proving Ground

'STORM Pulse' is the world's first long-distance electric motorcycle, with a range of 380 kilometres. The radical motorcycle has been developed by the Eindhoven University of Technology (TU/e) student team who will be riding this motorcycle around the world in 80 days in 2016.

For this challenge, the team have chosen Dunlop's latest Sport Touring tyre – the RoadSmart III.

STORM Eindhoven needed a tyre that could cope with the world's most demanding roads. They chose the RoadSmart III after tests confirmed it having an incredible 82%* more mileage potential (Front) than an average of key competitors.

This enduring performance is critical for a project that will see the STORM riders tackling the toughest roads throughout Europe, Asia and North America - a total of 26,000 kilometres.

The STORM Pulse has been described as the 'Tesla of motorcycles' . Its innovative modular battery pack means riders can swap batteries in a matter of minutes. For short journeys, only part of the battery pack can be used to make the motorcycle lighter and even easier to steer.

Another reason why the team chose the Dunlop RoadSmart III was that in the bike's 190/55ZR17 rear tyre size, Dunlop have designed both a GT and an SP (Sport) version allowing riders to choose the right tyre for their motorcycle's particular characteristics. STORM chose the GT version as it matched the immense torque and traction demands of their 240Nm torque powertrain.

Andy Marfleet, Marketing Manager, Dunlop Europe Moto, is proud that STORM Eindhoven have chosen RoadSmart III: "Testing has proven that the RoadSmart III has best in class grip and handling in dry whilst delivering a huge step forward in mileage performance. Tackling a 26,000km world tour on such a high torque machine demands optimum stability, traction and durability. The tyre is designed for such a challenge"

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For more information on Dunlop Europe, visit www.dunlop.eu or follow us on Twitter @DunlopMoto

More details on the project at: www.storm-eindhoven.com

Contact: James Bailey, Director, Motorsport Communications +44 7770 682413
jbailey@goodyear.com

**Calculated against the German legal limit of 1.6mm minimum tread depth. Compared to average performance of 3 leading competitor products in Sport Touring Radial segment (Michelin Pilot Road 4 GT, Bridgestone T30 Evo, Pirelli Angel GT). Tested by Motorrad Test Center in November 2015 by order of Goodyear Dunlop. Tyre size Front 120/70ZR17 and rear 180/55ZR17 Test Bike: Yamaha FJR 1300A; road testing took place on mixed surface roads around Almeria, Spain*

About Dunlop Europe

Dunlop Europe is one of the world's leading manufacturers of high and ultra high performance tyres with an impressive track record of motor sport successes. Dunlop Europe is a technical partner of Suzuki Endurance Race Team, Honda Racing and GMT94 Yamaha in Endurance Racing, Kawasaki and Team HRC in MXGP and the Official tyre supplier to the FIM Moto2 and Moto3 World Championship.

Dunlop Europe's extensive racing experience has led to innovative technologies for tyres designed for everyday riding.

Dunlop Europe tyres were on the bike that won the first 500cc championship for motorcycles in 1949 and dominated the series through the following decades. In 1991 a bike on Dunlop Europe tyres won the first of three consecutive World Superbike titles and in 2008 Marco Simoncelli took Dunlop Europe's 200th consecutive 250cc GP win, a series in which Dunlop Europe claimed 17 World Championships. 2010 saw Dunlop Europe become sole tyre supplier to Moto2 with Moto3 following in 2012 and the partnership with Dorna to continue supplying the two main MotoGP support races was renewed for 2015 onwards.

Endurance racing has been dominated by Dunlop Europe teams and riders, with ten Endurance World Championship titles out of twelve since 2002 accrued while each of John McGuinness' Isle of Man TT wins were on Dunlop Europe tyres. Dunlop Europe has won every major motorcycle accolade going – from GP World Championships to the Isle of Man TT, from World Superbike and Supersport to World Endurance, with similar across-the-board success in motocross and other off-road championships.

The latest Dunlop Europe road tyres are fitted as standard on motorcycles from leading manufacturers such as Honda, Kawasaki, KTM, Ducati, Yamaha, Harley-Davidson and Suzuki.