







Test

Side grip and overall level of grip (front and rear axle)

Vehicle

• BMW 330i

Tires

- UltraGrip Performance Gen-1
- 225/50 R 17 98 T

Debriefing

 Tips and tricks for improved performance

Instrumentation

- Video VBOX with SD card
- Satellite data acquisition: speed, GPS position

Instructors

- Roby Besch
- Quentin Pierre

Speaker

Carine Schuler



WORKSHOP – Snow Circle UltraGrip Performance Gen-1



Feature

High number of block activators

Benefit

Excellent grip on snowy and icy roads







WORKSHOP – Ice Handling





Test

Subjective testing: traction, braking, pure lateral grip, understeer/oversteer, steering precision, throttle release

Vehicle

VW Golf VII

Tires

 Goodyear UltraGrip ICE Arctic 225/45 R 17 94 T XL

Speaker

Jérome Delu

Instrumentation

- Video VBOX with SD card
- Satellite and CAN-BUS data acquisition: speed, RPM, GPS position, throttle, brake pressure & steering angle

Instructors

- Rene-Pierre Froissard
- Cyril Floris

Debriefing

 Tips and tricks for improved performance



WORKSHOP – Ice Handling UltraGrip Ice Arctic



Feature

Directional stud technology

Benefit

Enables better grip and handling on ice





WORKSHOP – Ice Handling UltraGrip Ice Arctic



Feature

Innovative pin shape

Benefit

Increased and harmonized contact force on ice for efficient braking







WORKSHOP – Slalom & braking on snow





Test

 Objective testing: measurement of longitudinal grip through acceleration and braking distance between specific speed limits

Vehicle

• BMW 330i

Tires

- UltraGrip Performance Gen-1
- 225/50 R 17 98 H

Speaker

Joachim Meis

Instrumentation

- Video VBOX with SD card, satellite data acquisition: speed, GPS position
- VBOX, satellite data acquisition: displaying speed and dedicated software measuring lap time and remaining distance

Contest

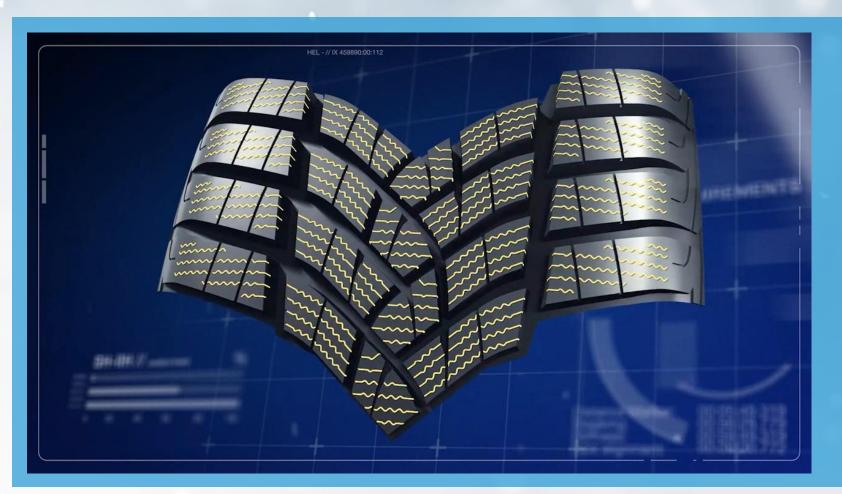
- Slalom driving and braking as close as possible to a foam wall
- All lap times and braking distances will be recorded and at the end the winner will be announced

Instructors

- Adrien Dondlinger
- Dylan Cirri



WORKSHOP – Slalom + braking on snow UltraGrip Performance Gen-1



Feature

Improved sipe arrangement and higher sipe density

Benefit

Enhanced braking and traction on snowy and icy roads







WORKSHOP – Co-pilot experience UltraGrip Performance SUV Gen-1





Test

- Subjective testing: judge behavior of all performance criteria of the tire. Tire needs to be as efficient as possible and to be able set fast lap time without compromising on safety
- Finding the right balance

Vehicle

BMW X3 30D

Tires

- UltraGrip Performance SUV Gen-1
- 225/60 R 18 104 V XL

Instrumentation

- Recording lap timing: tablet chronometer
- Video VBOX with SD card, satellite data acquisition: speed, GPS position

Driver

- Joel Boudon
- Ferd Gengler

Speaker

Marc Roquefort



WORKSHOP – Co-pilot experience UltraGrip Performance SUV Gen-1



Feature

Optimal contact patch (ActiveGrip Technology)

Benefit

Optimal road contact patch for enhanced grip and braking performance

