

## **General Grabber Range – Making Anywhere Possible**

- **General Tire has an extensive range of 4x4 tyres designed for a wide range of off-road vehicles and applications, from pick-ups to sport utility vehicles**
- **Line-up bolstered with addition of new Grabber ATX – a more aggressive all-terrain tyre with rugged LT construction for exceptional off-road performance, balanced with competent on-road manners**
- **Current range features award-winning Grabber AT3 all-terrain tyre (available in standard and heavy-duty light truck (LT) specification), tough Grabber X3 to conquer the most extreme terrain, and Grabber GT Plus for refined comfort and poise in modern SUVs**
- **Rugged appeal added with outside white lettering (OWL) on the Grabber AT3 LT range, and bold raised white lettering (RWL) on new Grabber ATX**
- **Entire Grabber range is produced for domestic sales and global export markets at Continental Tyre South Africa plant in Gqeberha, which celebrates its 75th anniversary in 2022**

**GQEBERHA, South Africa, 26 October 2022** – The General Tire slogan “Anywhere Is Possible” is more than just a marketing catchphrase – it’s a testament to the brand’s 107 years of adventure, and emphasizes the proven capabilities of its extensive range of 4x4 tyres that are designed for a wide range of vehicles, applications and driving conditions.

An exciting new tyre has now been added to the General Tire range in the form of the Grabber ATX. Based on the accomplished Grabber AT3 in heavy-duty light truck (LT) construction, the Grabber ATX introduces numerous enhancements specifically developed for tackling arduous off-road terrain.

“We are delighted to expand our successful General Tire range with the new Grabber ATX which takes the impressive all-round capabilities of the outstanding Grabber AT3 to new heights with a more rugged design and construction,” says Monica Ramsunder, Marketing Manager at Continental Tyre South Africa.

“As a more aggressive all-terrain tyre, the Grabber ATX will appeal to hard-core off-roaders looking for exceptional capability when heading off the beaten track, without compromising the excellent on-road manners that are a hallmark of the Grabber AT3,” Ramsunder says. “The tough and aggressive design of the Grabber ATX will also be a major attraction for 4x4 drivers that like personalising their vehicles with a more muscular and purposeful off-road appearance.”



The Grabber ATX is more of a niche product than the Grabber AT3. Accordingly, it is initially available in four popular sizes encompassing 16 to 18-inch diameters, 265 to 285 mm widths, 65 to 75 aspect ratios and speed indexes of R (170 km/h) and S (180 km/h), depending on model.

The established range of General Grabber 4x4 tyres features the award-winning Grabber AT3 all-terrain tyre which is available in standard and LT construction. It is designed to meet the needs of light commercial, SUV and off-road vehicle drivers who want a combination of exceptional off-road capabilities and confident on-road manners.

The Grabber AT3 is 100-percent original equipment (OE) fitment on the locally assembled Isuzu D-MAX LSE and V-Cross pick-up models, and has a high penetration in the aftermarket segment. The range consists of 31 standard Grabber AT3 construction sizes, ranging from 15 to 22-inch diameters, 205 to 275 mm widths, aspect ratios of 40 to 75 and speed ratings of S to V (180 to 240 km/h). In heavy-duty LT specification the Grabber AT3 is available in 21 sizes spanning 15 to 18-inches, 215 to 285 mm widths, aspect ratios of 60 to 85 and carries a S speed index (180 km/h).

The tough Grabber X3 caters for customers that use their vehicles in extreme off-road terrain where sure-footed grip on a variety of surfaces and durability in the most punishing conditions are key. The line-up comprises 14 sizes from 15 to 18-inches, widths of 205 to 285 mm, aspect ratios of 60 to 85 and a Q speed index (160 km/h).

The latest-generation Grabber GT Plus slots into the opposite end of the spectrum as it has been developed for modern sport utility vehicles (SUVs), offering superb on-road performance, outstanding wet grip and high mileage. On offer are 38 sizes ranging from 15 to 21-inch diameters, widths of 205 to 295 mm, aspect ratios of 35 to 80 and speed indexes of T to Y (from 190 to 300 km/h).

### **Made in Africa**

As a brand of Continental, the General Tire range is locally manufactured at the Continental Tyre South Africa plant in Gqeberha. It is the only Continental tyre plant in Africa, and celebrates its 75<sup>th</sup> anniversary this year.

“Our 75<sup>th</sup> anniversary is an important milestone, as it signifies our long and proud manufacturing legacy in South Africa, and as an important contributor to the development of Nelson Mandela Bay as one of the country’s automotive hubs,” Ramsunder says.

“More importantly, it has created the foundation for us to expand our export operations into Africa and other major markets globally. This is essential for the sustainability of our business, and keeps us at the forefront of tyre manufacturing technologies to support the production of world-class tyres,” Ramsunder adds.

### **Grabber ATX**

Designed to go anywhere with confidence, the Grabber ATX is General Tire’s new generation aggressive all-terrain tyre that provides exceptional off-road capability thanks to its strong and durable light truck (LT) construction, while retaining the comfortable and sure-footed on-road driving characteristics of the proven Grabber AT3.



The Grabber ATX is designed around General Tire's Comfort Balance Technology which features a cushioned tread with an absorption layer under the tread that isolates the vehicle from the road surface for a more comfortable, pleasant ride. The acoustic properties of the multi-pitch tread pattern ensure a quiet and comfortable on-road driving experience while providing exceptional off-road grip.

Stabilitread Technology relies on a robust tread compound for well-balanced performance and excellent tread life, while ensuring superb cut and chip resistance on gravel surfaces. Furthermore, optimized pattern stiffness minimizes distortion in the footprint for even wear, while a flatter tread profile provides even pressure distribution for extended tread life and improved handling.

The Grabber ATX also features Duragen Technology, with a robust tyre compound for excellent cut and chip resistance in rugged terrain, while ultra-high-strength steel belts ensure exceptional penetration resistance and even footprint pressure for confident driving stability under all approved load conditions. The broad, flat contour of the tyre provides a consistent footprint that further promotes even wear, excellent braking and responsive handling.

As a more aggressive all-terrain tyre, the Grabber ATX incorporates numerous additional enhancements for tough off-road terrain. This includes additional traction notches in the tread blocks for enhanced grip on all loose surfaces, along with massive shoulder blocks to support heavy loads.

The ATX features a five-row tread pattern with high-density multi-angle traction edges for optimal off-road grip in every direction. Stone bumpers are located between the shoulder tread blocks, which helps release stones and debris and enhances the tyre's self-cleaning action.

The aggressive shoulder design of the Grabber ATX reaffirms its superior off-road capabilities, with alternating shoulder scoops that provide additional side grip on rocks and hard edges. Stacked ribs protect the upper sidewall area against penetration by deflecting obstacles away from the tyre body, complemented by large sidewall protection lugs that provide additional side grip in extreme off-roading and further protect the tyre from damage.

The Grabber ATX range is available in four sizes at launch: LT265/75R16 and LT275/65R18 which have an R speed index (170 km/h), along with the LT265/70R17 and LT285/70R17 with an S speed rating (180 km/h).

### **Rugged design**

Vehicle personalisation is an important aspect of the 4x4 adventure market, both to provide improved capability in a wide range of conditions, and to enhance the appearance of any off-road vehicle.

"Aesthetics are becoming increasingly sought-after purchase criteria within the 4x4 market, and we have answered that call with two options for our customers," Ramsunder says. "We have the subtle option on the Grabber AT3 LT range with only the outer part of the letters highlighted in white and then the less understated solid raised lettering in the Grabber ATX."

The AT3 with outside white lettering (OWL) is currently available on 11 LT sizes, which range from 15 to 18-inch diameters and 225 to 265 widths.



Solid raised white lettering (RWL) reinforces the bold design of the Grabber ATX, and is standard on the four sizes available at launch.

### **Standard vs Light Truck construction**

The Grabber AT3 all-terrain tyre is available in both standard and light truck (LT) construction, while the Grabber ATX and hard-core Grabber X3 are exclusively produced in LT specification. But what does this mean, and what are the benefits of a LT tyre compared to a standard tyre?

Light truck (LT) tyres are designed for use where higher load requirements are necessary, as the more robust construction allows higher inflation pressures to carry heavier loads.

Additionally, LT tyres use a more durable tread compound and curing process to improve cut and chip resistance, combined with a deeper tread depth that increases from the standard 10 mm to 12.5 mm. A thicker undertread and a sturdy steel truck belt replaces the standard passenger tyre belt material, making it better suited to withstand penetration from sharp objects.

A shoulder pad is incorporated in the LT tyre for further structural rigidity, as well as giving it a squarer profile and improved puncture resistance. These characteristics are further enhanced thanks to the sidewall being increased by 1.5 mm and using a thicker inner-liner. The bead, which keeps the tyre on the rim, is a heavy-duty truck construction on LT tyres to cope with the additional load-carrying capacity.

Where standard 4x4 tyres hold an advantage over LT tyres is in reduced overall weight compared to a LT tyre, thus requiring less energy and resulting in slightly better fuel economy. Standard tyres are also better suited to driving in soft sand where the less rigid carcass construction helps lengthen the tyre footprint at low pressures. This spreads the weight of the vehicle over a greater surface area, contributing towards improved flotation properties.

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### **General Tire**

General Tire is a brand of Continental. Founded in 1915, General Tire based in Fort Mill, South Carolina, can look back on a proud heritage spanning more than a century. Since the early days, the brand has been making tires for all kinds of motor vehicles. The company was acquired by Continental in 1987. Today, operating worldwide, General Tire manufactures tires for cars, trucks and industrial applications, as well as specialty tires for 4x4 vehicles.

**Continental** develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs over 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

The **Tyres group sector** has 24 production and development locations worldwide. Continental is one of the leading tyre manufacturers with more than 57,000 employees and posted preliminary sales of €11.8 billion in 2021 in this business area. Continental ranks among the technology leaders in tyre production and offers a broad product range for passenger cars, commercial and special-purpose vehicles as well as two-wheelers. Through continuous investment in research and development, Continental makes a major contribution to safe, cost effective and ecologically efficient mobility. The portfolio of the tyre business includes services for the tyre trade and fleet applications, as well as digital management systems for tyres.



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### **Links**

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