

A NEW PREMIUM NORDIC WINTER TYRE BRAND

ICELAND TYRES TOUGH TYRES FOR ROUGH CONDITIONS

ICELAND TYRES is a new premium Nordic winter tyre brand from Iceland focused on safe driving in rough Nordic winter conditions. The new ICELAND TYRES brand and its new range of tough premium Nordic winter tyres are now set to challenge the Nordic winter tyre market by offering drivers outstanding performance and uncompromised safety.

Originating from Iceland – the Land of Fire and Ice – **ICELAND TYRES** is a combination of volcanic passion and ice-cold performance. As a Nordic country with rough landscapes, Iceland is the ideal venue to develop tough premium Nordic winter tyres with the promise of beating the world's roughest winter conditions. Every winter Icelanders tackle tough road conditions and constantly changing winter weather, but armed with over 100 Icelandic words for "snow", they know the secret to safe winter driving.

ICELAND TYRES has now launched its new range of tough premium Nordic winter tyres with the introduction of ICELAND SNOW, a premium non-studded Nordic winter tyre, and ICELAND ICE, a premium studded Nordic winter tyre. Designed by leading Nordic tyre experts, ICELAND SNOW and ICELAND ICE are developed to perform in the roughest Nordic winter conditions, and extensive winter testing in cutting-edge Nordic test facilities makes them the perfect choice for drivers who put safety first.

ICELAND TYRES is led by a team of leading Nordic tyre experts and is headquartered in Reykjavik Iceland, with its Nordic sales office in Gothenburg Sweden.

ICELAND TYRES = TOUGH TYRES FOR ROUGH CONDITIONS

ICELAND TYRES EHF
Reykjavik, Iceland
Chief Executive Officer
Gunnlaugur Erlendsson
+354 412 3400

ICELAND TYRES AB
Gothenburg, Sweden
Nordic Sales Director
Olle Andreasson
+46 70 541 64 51

Press & Media: icelandtyres.com/press
Press Enquiries: press@icelandtyres.com
Sales Enquiries: sales@icelandtyres.com

ICELANDTYRES.COM