All-season tyre test and winter tyre test

Test winners: Nokian Weatherproof All-Weather tyre and Nokian WR SUV 3 winter tyre win the Auto Zeitung and the Off Road tyre tests

The test winner Nokian Weatherproof achieved the best performance on snow and in the wet in the all-season tyre test 2015 of German car magazine Auto Zeitung. The All-Weather tyre by Nokian Tyres made the best score in the noise test. Nokian Weatherproof is on top and also the test winner in the all-season tyre test by German TV channel VOX. Nokian WR SUV 3 was outstanding winner in German Off Road 4x4 magazine winter tyre test 2015. Nokian Tyres, the world’s northernmost tyre manufacturer, has achieved altogether over 25 test wins so far in winter tyre comparison tests in Central Europe, Nordic countries and in Russia.

On snow, “Nokian is the fastest and most stable tyre in the test” is the tester’s evaluation for Nokian Weatherproof. The All-Weather tyre of the world’s leading winter tyre specialist reaches the highest score on slush. “Highest safety with aquaplaning, short braking distances, good wet grip, safe driving properties” – that is the outstanding rating of Auto Zeitung in its all-season tyre test for Nokian Weatherproof All-Weather tyre in the wet.

“Exact steering, reliable driving behaviour – that makes the Nokian fast”. These are the test results achieved on dry surfaces.

“Nokian Weatherproof is on snow and in the wet the measure of all things – test winner” is the explanation for the test victory of Nokian Weatherproof in the all-season tyre test.

8 all-season tyres size 185/65 R15 T/H M+S were tested on an Opel Corsa. Auto Zeitung is one of the leading German car magazines and well-known for its profound test reports.
Nokian Weatherproof also wins the Auto Express all-season tyre test

Nokian Weatherproof took first place in the British Auto Express all-season tyre test. With its “remarkable ability on snow and in deep water”, Nokian Tyres’ new All-Weather tyre took a convincing victory with the label “Auto Express Best Buy 2015”. According to Auto Express, Nokian Weatherproof’s remarkable ability on snow and in deep water seals the victory. New high-performance Nokian Weatherproof earned top results on snow braking, on snow traction, on snow circle, on straight aqua and on curved aqua. Auto Express tested 6 European premium all-season tyres in size 205/55 R 16 on a VW Golf.

Nokian Weatherproof All Weather tyre is also the test winner in VOX TV all-season tyre test

Being test winner, Nokian Weatherproof All-Weather tyre won the all-season tyre test of the German TV channel VOX in its car show auto mobil 2015. “1. Nokian” with the best test verdict “recommendable”. According VOX TV “the Nokian is absolutely recommendable for winter weather.”

Nokian Weatherproof was on top in winter conditions. The snow test result: “1. Nokian”, “Top contestant”. Very good snow braking. Cornering on snow, Nokian Weatherproof moves to the top. auto mobil test chief Albert Königshausen attests “superb steering feedback, high driving precision and good combined traction out of corners to the Nokian”. With handling in corners, Nokian Weatherproof holds the racing line and is very controllable. This All-Weather tyre shows surprisingly good snow traction, it accelerates easily and lets the car climb up the hill safely.

Good wet braking and therefore high safety. In the wet, the handling tests show: Nokian Weatherproof is the best. With the All-Weather tyre from Nokian Tyres, the driver can hold the curve nicely, it also provides a very nice neutral behaviour around corners, VOX TV evaluates.

Nokian Weatherproof All-Weather tyre has the shortest braking distance on dry surfaces: 3 metres less than the poorest all-season tyre. Good wear resistance and high mileage are also attested to the Nokian tyre.

The test line-up consisted of 6 all season tyres in size 205/55R16 evaluated with a VW Golf.
Nokian WR SUV 3 is the outstanding test winner in the Off Road winter tyre test and with SUV Magazin

Clear test winner is Nokian WR SUV 3 SUV winter tyre in German Off Road 4x4 magazine winter tyre test 2015 and with German SUV Magazin. Top grade and the judgement “very recommendable” is its convincing result. Nokian WR SUV 3 reaches the highest average grade in the test in every single evaluation criterion: snow, ice, wet and dry.

Its strength “No matter on which surface, the grip level is high and the handling is absolutely foolproof”. That is the positive judgement for Nokian WR SUV 3. Top overall score on snow and ice, “high steering precision”. Top overall score also in the wet and in the dry, “high traction, perfectly controllable in grip limit.”

„In handling, the Nokian convinces in all situations and shows how to do it better. You can excruciate it with full gas and force it to the corner with higher speed and the Finn remains stable. It is also very precise, reacting to smaller steering inputs.”

Off Road and SUV Magazin tested 5 SUV winter tyres in size 245/65 R17 on a VW Amarok Canyon.
New **Nokian WR D4** is “very recommendable“ in the winter tyre test 2015 of German car magazine Auto Zeitung

In the winter tyre test 2015 of German car magazine Auto Zeitung Nokian WR D4 is “very recommendable“ and runner-up. A “very strong premiere of the new Nokian WR D4 in all three main evaluation criteria”: On snow, Nokian WR D4 stands out due to its short braking distances and strong traction. Nokian WR D4 drives safely at the limits. In the wet, Nokian convinces with good deceleration and late aquaplaning. The tyre is agile at the limits and its steering behaviour is spontaneous. In the dry tests, it outclasses all other tyres: Auto Zeitung attests highest circle speed in handling, top response and spontaneous steering. Being rated “very recommendable” Nokian WR D4 comes second in the tested tyre size 185/65 R 15.

With a “top grade on snow“, **Nokian WR D3** is recommendable in the ADAC winter tyre test 2015 rated “satisfactory”. Nokian WR D3 is on fourth position of 19 tested winter tyres with good grades also in the categories “dry”, “ice”, “fuel consumption” and “wear”.

As multiple test winner, the inventor of the winter tyre, world record holder and innovation leader Nokian Tyres from Finland offers the safest tyres.
Nordic Nokian Hakkapeliitta winter tyres outstanding in the comparison tests – over 20 test wins

The Nokian Hakkapeliitta winter tyres, developed for the harsh northern winter have been overwhelming winners in the comparison tests by the car magazines in Nordic countries and in Russia. To date, the Nokian Hakkapeliitta 8 studded tyre and the Nokian Hakkapeliitta R2 Nordic non-studded tyre have won more than 25 winter tyre tests in Finland, Sweden, Norway, and even Russia.

Nokian Weatherproof All-Weather tyres – safe year-round driving comfort

The new high-performance Nokian Weatherproof All-Weather tyre family puts an end to the tyre-changing duty that gets on car drivers’ nerves each summer and winter. The Nokian Weatherproof All-Weather tyres are genuine winter and summer tyres combined.

The multi-talented Nokian Weatherproof is developed for drivers who want to drive safely in snow and slush in the winter, but also efficiently and effortlessly in the summer. Whereas conventional all-season tyres are actually summer tyres with some winter driving features, the Nokian Weatherproof is both a genuine winter tyre for Central Europe and a top summer tyre in one.

The Nokian Weatherproof product family offers durable performance for Central European roads and streets, and it offers sizes for modern passenger cars, SUVs and vans alike. All of the sizes have the Snowflake symbol (3PMSF), which indicates that the tyres have been officially approved for winter use.

The comprehensive size selection for passenger cars ranges all the way from 13 inches up to 18 inches. The range that is tailored for heavier SUV use covers sizes from 16 to 18 inches. The speed ratings for this modern product family designed for year-round use are T, H and V. A significant portion of the sizes is marked XL for the highest possible load capacity. The range for delivery vehicles and vans covers sizes from 14 to 16 inches (speed index N, R and T). The size selection of this new Nokian Weatherproof C has different tread models for larger vehicles and lighter loads.
Nokian Tyres presents the world’s first AA class winter tyre in wet grip and fuel efficiency, the Nokian WR SUV 3

The revolutionary Nokian WR SUV 3 winter tyre for SUVs (size 265/50 R19 V) is the world’s first AA class winter tyre in wet grip and fuel efficiency and is in both categories in top class A of the EU tyre label. This premium tyre can reduce braking distances by up to 18 metres on wet roads and save fuel by up to 0.6 l/100 km. The Nokian Twin Trac SUV Silica rubber compound ensures the strongest grip as well as low fuel consumption, and the Nokian Aramid Sidewall technology provides excellent durability. The modern AA category Nokian WR SUV 3 is a genuine SUV winter tyre from the pioneer in winter safety and eco-friendly driving. It was developed specifically for European SUV drivers. The Nokian WR SUV 3 is available in numerous sizes from 14 to 21 inches and speed categories T (190 km/h) to V (240 km/h).

Nokian Tyres offers the world’s first winter tyre with A category wet grip for passenger cars, the Nokian WR D4

The new Nokian WR D4 winter tyre for passenger cars offers wet grip in the EU tyre label's best A class and is a grip champion with unique innovations. This versatile chameleon for winter roads provides safe driving on wet and snowy roads alike. The Nokian WR D4, as a supreme ruler of every type of winter weather from the pioneer in winter tyre technology, provides a firm grip in the rain, snow and slush and achieves the shortest braking distance in the varying European winter weather. The Nokian Block Optimized Siping and Nokian Twin Trac Silica rubber compound offer controlled handling and a firm grip in extreme driving situations. The comprehensive range of sizes for the Nokian WR D4 runs from 14 to 20 inches in the speed categories Q (160 km/h) to W (270 km/h).

www.nokiantyres.com
Vianor tyre and car-service of Nokian Tyres: http://vianor.com

Edited by Dr. Falk Köhler

Photos captions

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Nokian Weatherproof All-Weather tyre is the test winner in the all-season tyre test of German car magazine Auto Zeitung Photo: Nokian Tyres
Nokian Weatherproof All-Weather tyre achieves the best performance on snow and in the wet in the all-season tyre test 2015 of German car magazine Auto Zeitung. Photo: Nokian Tyres

Nokian WR SUV 3 is the clear test winner in the Off Road winter tyre test and with SUV Magazin. Photo: Nokian Tyres

New Nokian WR D4 is “very recommendable” in the winter tyre test of German car magazine Auto Zeitung and also the first winter tyre with A category wet grip for passenger cars. Photo: Nokian Tyres

Nokian Weatherproof All-Weather tyre provides safe year-round driving comfort. Photo: Nokian Tyres

Photo Downloads

Photo Downloads Nokian Weatherproof
www.nokiantyres.com/NokianWeatherproof

Photo Downloads Nokian WR SUV 3
www.nokiantyres.com/AA-labelNokianWRSUV3

Photo Downloads Nokian WR D4
www.nokiantyres.com/NokianWRD4

Videos

New Nokian Weatherproof - Beyond four seasons
https://youtu.be/75e5hcpLeGE
Nokian Weatherproof All-Weather tyre is the test winner in the all-season tyre test by VOX German TV station VOX, show auto mobil all-season tyre test
http://www.nowtv.de/vox/auto-mobil/sendung-vom-18102015/player
Chapter 2, from min. 0:9:23 on

Nokian Tyres: The first winter tyre in the top AA category of the EU tyre label
https://youtu.be/LtTGEK64nZE

New Nokian WR D4 winter tyre for Central European winters
https://youtu.be/hVtAQcSP9m4

Nokian Tyres - The world's first winter tyre with an A energy rating
http://youtu.be/Wo4omb0Eil4

Nokian WR - Test winning winter tyres for Central Europe
https://youtu.be/h5R-BFewOtq?list=PLpIeqaqxjQ7vh_PX5dGE54RDJ1jrH0oKj

At the top of winter tyre testing: Ivalo Testing Center – White Hell
http://youtu.be/UEGUTw7KHxE

Read more

“Remarkable ability on snow and in deep water” - New Nokian Weatherproof wins the Auto Express tyre comparison test

Nokian Weatherproof All-Weather tyres – safe year-round driving comfort

Nokian Tyres offers the world's first AA class winter tyre in terms of wet grip and fuel efficiency

The new Nokian WR D4 winter tyre masters the varying Central European winter weather

State-of-the-art green winter tyre technology for electric cars: The world's first winter tyre with an A energy rating by Nokian Tyres
New Nokian Weatherproof
www.nokiantyres.com/all-weather-tyres/nokian-weatherproof/

Nokian Tyres Fastest on Ice: New Nokian Hakkapeliitta 8 sets New World Record 335.713 km/h!
http://www.nokiantyres.com/company/news-article/undefined-105/

How was the world's first winter tyre invented?
www.nokiantyres.com/first-winter-tyres

Nokian Tyres is the world's leading winter tyre specialist, a multiple test winner, winter tyre inventor, world record holder and innovation leader

As the world's leading winter tyre specialist, a multiple test winner and inventor of the winter tyre, Nokian Tyres offers the safest tyres for the Northern conditions. Innovative Nokian tyres for passenger cars, trucks, and heavy machinery demonstrate their high quality particularly well in snow, ice, extreme climates and demanding driving conditions. Nokian Tyres is the inventor of the winter tyre and has been designing, testing and patenting innovative tyres for 80 years. Furthermore, Nokian Tyres produces tyres especially developed for European weather and the higher speeds on European motorways.

Standard Nokian winter tyres set a new Guinness World Record for “Fastest on Ice” with a car by reaching a top speed of 335.713 km/h. As a leading innovator, Nokian Tyres presented the world’s first non-studded winter tyres with studs that extend at the press of a button, allowing the tyre to grip better. The tyre manufacturer also introduced the most energy-efficient winter tyre in the world, with an “A” energy rating.

Nokian Tyres offers the world's first AA class winter tyre in terms of wet grip and fuel efficiency as well as the first A wet grip category winter tyre in the world for cars

The world’s first winter tyre in the tyre label’s top A category in wet grip and fuel efficiency comes from Nokian Tyres, the Nokian WR SUV 3. The revolutionary Nokian WR SUV 3 winter tyre for SUVs can reduce braking distance by up to 18 metres on wet roads and save up to 0.6 litres of fuel per 100 kilometres (size 265/50 R19 V). Its Nokian Twin Trac Silica rubber compound offers extremely firm grip and low fuel consumption, and its Nokian Aramid Sidewall technology guarantees optimum durability.

The Nokian WR D4 is the first winter tyre in the world with wet grip in the EU tyre label's best A class for cars. It is a grip champion and offers unique innovations. This versatile chameleon for winter roads provides safe driving on wet and snowy roads alike. It is a supreme ruler of every type of winter weather, providing a firm grip in rain, snow and slush and it has the shortest braking distance in the varying European winter weather.
Large winter tyre range available from the premium brand Nokian Tyres

Nokian Tyres’ exceptionally wide range of premium winter tyres includes the new Nokian WR D4, Nokian WR SUV 3, Nokian WR C3 van tyres and Nokian Weatherproof All-Weather tyres, as well as the Nokian WR A3 for high-performance cars and the multiple test winner Nokian WR D3.

Nokian tyres deliver excellent safety, save fuel and are the forerunner of environmental friendliness. The company is number 1 in terms of brand recognition and appreciation in Scandinavia and Russia and has a positive, exceptional image.

Nokian WR winter tyres are multiple test winners and have achieved numerous further test successes

Nokian WR winter tyres, optimised for European conditions are multiple test winners and have achieved numerous other test successes. Achieving the top rating “exemplary”, the Nokian WR D3 winter tyre is test winner in the 2014 winter tyre test conducted by the German car magazine Auto Bild. Safe handling and short braking distances earned it the top rating on snow. As test winners, Nokian winter tyres also won the 2014 tests by Auto Club Europa ACE, GTÜ (Germany’s largest inspection organisation of freelance certified inspectors), and the German car magazines Auto Bild allrad, OFF ROAD and SUV MAGAZIN, as well as Autoclub ARBÖ Austria. Nokian premium tyres were also awarded the top ratings “exemplary” and “highly recommended” in these tests. Nokian Weatherproof All-Weather tyre is the test winner in the all-season tyre tests of German car magazine Auto Zeitung, British Auto Express and German TV station VOX. Nokian WR SUV 3 is the test winner in the Off Road winter tyre test and with SUV Magazin. New Nokian WR D4 is “very recommendable” in the winter tyre test 2015 of German car magazine Auto Zeitung.

Nokian Tyres has achieved altogether over 25 test wins so far in winter tyre comparison tests in Central Europe, Nordic countries and in Russia. Nokian tyres came out on top in more than 40 winter tyre tests that were carried out by car magazines last winter, thus confirming the good image of the Nordic premium brand.

Nokian summer tyres are multiple test winners: in the 2015 ADAC summer tyre test, by the consumer organisation Stiftung Warentest, in the German SUV magazines Auto Bild allrad and OFF ROAD, and in other tests

Nokian summer tyres are multiple test winners, offering high levels of safety and fuel savings. The Nokian Line is test winner in the 2015 summer tyre tests of the German automobile club ADAC and of the German consumer organisation Stiftung Warentest. Being rated at a top score of “good”, it is highly recommended. The Nokian Line SUV is test winner in the Auto Bild allrad SUV summer tyre test 2015 achieving the best rating “exemplary”, as well as with auto TEST. The Nokian zLine SUV is test winner in OFF ROAD being awarded the top rating “highly recommended”.
The Nokian Line already scored the top rating “good” in the 2014 ADAC summer tyre test and with Stiftung Warentest. Being rated highly recommended, it was among the test winning group. The Nokian Z SUV was also the test winner in the German SUV magazine OFF ROAD, with the top rating “VERY RECOMMENDED”, and also in SUV MAGAZIN.

Increased safety through innovations: Winter Safety Indicator with snowflake and Driving Safety Indicator (DSI) with aquaplaning warning

The Nokian Driving Safety Indicator (DSI) along with the unique snowflake symbol, the Winter Safety Indicator (WSI), on the Nokian WR winter tyre clearly show the driver the groove depth as a number from 8 to 4 millimetres. The numbers disappear gradually as the tyre wears and its tread depth decreases. The snowflake remains visible down to 4 millimetres. When it disappears, the risk increases and the winter tyres should be replaced. There must be a minimum of 4 millimetres of tread in order to provide enough grip on snow as well as to prevent slush planing and aquaplaning on winter and summer tyres.

The Driving Safety Indicator on the Nokian summer tyres informs drivers of the groove depth as a simple figure from 8 to 3. An aquaplaning alert within this warns of the danger of aquaplaning with a water drop symbol. It disappears when there are only four millimetres of remaining tread, alerting the driver of the increased risk. No other tyre manufacturer has these innovations.

Nokian Tyres achieved a 1.389 billion euro turnover in 2014

Nokian Tyres achieved a turnover of 1.389 billion euros in 2014 and had over 4,000 employees. In Europe, Nokian Tyres operates with own sales companies in ten countries. The company also owns the Vianor tyre and car-service chain that comprises more than 1,300 outlets in 27 countries.

www.nokiantyres.com
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