

Nokian WR is the 2014 test winner in the winter tyre tests: Top rating “highly recommended” by Auto Club Europa ACE, GTÜ, the Austrian Autoclub ARBÖ as well as OFF ROAD magazine

Strengths of Nokian WR D3 winter tyre: traction, braking and handling on snow. On snow and ice the Nokian WR SUV 3 is unbeatable, praises the German magazine OFF ROAD. The test winner comes with Nokian Satisfaction Guarantee.



The Nokian WR D3 winter tyre crossed the finish line as test winner scoring the top rating “highly recommended” in the 2014 winter tyre test by Auto Club Europa ACE, GTÜ, Germany’s largest inspection organization of freelance certified inspectors, and Autoclub ARBÖ Austria. The Nokian WR SUV 3 is also test winner 2014 and was awarded the top rating “highly recommended” by the German car magazine OFF ROAD. The Finnish premium tyre Nokian WR D3 played to its strengths above all in the disciplines “traction”, “braking” and “handling on snow”. It also passed the safety

tests on wet and dry roads with flying colours. The highest score amongst all the tyres tested was achieved by the Nokian winter tyre in the categories “winter safety”, “dry safety” and “fuel efficiency / environment”. “Strength: On snow and ice the WR SUV 3 is unbeatable,” praises the German magazine OFF ROAD. The test winner is available with the Nokian Satisfaction Guarantee.



Nokian WR SUV 3 – “Best traction on snow and ice”

“Conclusion: Like last year, the test winner is the Nokian WR SUV 3, which set itself apart from the competition particularly on ice and snow.” Overall rating 2+, snow 1-, ice 1, noise 1. In the German grading system, grade 1 stands for “very good”, with 1- being a slightly lower grade than a straight 1.

On snow and ice, Nokian affords the best traction, and the best grip on slush. “The Nokian WR SUV 3 excels on snow above all thanks to its precision. Steering commands are applied directly and instantly, which is no mean feat in

such tough conditions. And the Nokian also smashes all opposition on ice. Both in the objective measurements as well as in the subjective driving impression it is ahead of the pack.”

Ten current winter tyres in the size 205/55 R 16 were tested on a VW Golf by ACE, GTÜ and ARBÖ. Six SUV winter tyres in the size 215/65 R16 102 H were tested by the 4x4 magazine OFF ROAD with a VW Tiguan.

Nokian Satisfaction Guarantee - peace of mind for the tyre buyer



The test winner Nokian WR from the inventor of the winter tyre, world record holder and leading innovator is available with Satisfaction Guarantee from tyre retailers in 88 sizes, from 13 to 20 inches for the speed classes T to W (190 – 270 km/h). If a buyer for whatever reason is not satisfied with his new tyres from Nokian, he can exchange them within 14 days for another set of tyres at his dealer's. Mounting and balancing are free of charge. Nokian Satisfaction Guarantee goes way beyond normal product guarantees – it is for pleasure, feeling and satisfaction.



Nordic Nokian Hakkapeliitta winter tyres unbeaten in the comparison tests

The Nokian Hakkapeliitta winter tyres designed specifically for the harsh Nordic winters were overwhelming winners in the comparison tests by the car magazines from Scandinavia and Russia. To date, the studded tyre Nokian Hakkapeliitta 8 has won all the tests in Finland, Sweden and Russia. In Finland, the test winner is the Nordic Nokian Hakkapeliitta R2 without studs.

www.nokiantyres.com

Vianor tyre and car-service of Nokian Tyres:

<http://vianor.com>

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Photos captions

Nokian_WR_D3_11.jpg

caption:

The Nokian WR D3 winter tyre is the 2014 test winner with the top rating “highly recommended” in the winter tyre test by Auto Club Europa ACE, GTÜ, Germany’s largest inspection organization of freelance certified inspectors, and ARBÖ from Austria Photo: Nokian Tyres

Nokian_Tyres_Testing_in_Ivalo_6.jpg

caption:

The Nokian WR SUV 3 winter tyre is the 2014 test winner with the top rating “highly recommended” in the winter tyre test by German car magazine OFF ROAD Photo: Nokian Tyres

NokianWR_Ivalo_event_38.jpg

caption:

Test winner Nokian WR D3 winter tyre: Strengths: traction, braking and handling on snow
Photo: Nokian Tyres

Nokian_WR_SUV3_01.jpg

caption:

Test winner Nokian WR SUV 3 winter tyre: Unbeatable on snow and ice, is the rating of the German magazine OFF ROAD Photo: Nokian Tyres

Photos Downloads Videos Nokian WR D3 Nokian WR A3 + Winter Tyres:

www.nokiantyres.com/NewNokianWR

Road-test photos: Click on Ivalo_Photos_WR_event

Additional road-test photos: Click on Ivalo_Photos_Testing

Tyre photos: Click on Product_Photos

Photos Download Nokian WR SUV 3 Winter Tyres:

www.nokiantyres.com/NokianWRSUV3

Videos Nokian WR Test Winner Winter Tyre Tests 2014:

Nokian WR D3 is the test winner in the 2014 winter tyre test by Auto Club Europa ACE, GTÜ and ARBÖ:

https://www.youtube.com/watch?v=WJXAIwWu9o&list=UU_mYcGoihRJesy3tKXqTGA

Nokian WR SUV 3 is the test winner in the OFF ROAD winter tyre test 2014:

https://www.youtube.com/watch?feature=player_embedded&v=0tBCNOIrPuA



Video Nokian WR A3, WR D3 winter tyres are the winners in the winter tyre tests:

http://www.youtube.com/watch?v=MxhC-xT_uLo&feature=youtu.be

Further information

Nokian winter tyres are multiple test winners in impartial winter tyre tests:

<http://www.nokiantyres.com/company/news-article/nokian-winter-tyres-are-multiple-test-winners-in-impartial-winter-tyre-tests/>

Test success:

<http://www.nokiantyres.com/innovation/test-success/>

Testing in extreme conditions:

<http://www.nokiantyres.com/innovation/testing/>

Nokian Satisfaction:

<http://www.nokiantyres.com/nokian-satisfaction/>

80 years since the invention of the winter tyre:

<http://www.nokiantyres.com/company/news-article/80-years-since-the-invention-of-the-winter-tyre-nokian-kelirengas-mastered-safe-turns-in-snowy/>

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/>

Nokian Tyres: The world's first non-studded winter tyre with studs:

<http://www.nokiantyres.com/company/news-article/nokian-tyres-the-world-s-first-nonstudded-winter-tyre-with-studs/>

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 a premium brand, Nokian Tyres offers the safest tyres for Northern conditions. Innovative Nokian tyres from Finland for cars, trucks, and heavy machinery demonstrate their high quality particularly well in snow, tough climates, and demanding driving situations, and deliver sustainable added value. Standard Nokian winter tyres set a new Guinness world record Fastest on Ice 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 so that the tyre grips better.

Furthermore, the premium-brand Nokian produces tyres especially developed for European weather and the higher speeds on European motorways. 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 test winners and have achieved numerous further test successes

Nokian WR winter tyres, optimised for European demands, are test winners and have achieved numerous further test successes. The Nokian WR D3 winter tyre is the 2014 test winner with the top rating "highly recommended" in the winter tyre test by by Auto Club Europa ACE, GTÜ, Germany's largest inspection organization of freelance certified inspectors, and Autoclub ARBÖ Austria. The 2014 test winner is the Nokian WR SUV 3, which, as in the previous year, was also awarded the top rating "highly recommended" by the German magazine OFF ROAD.

The Nokian WR D3 winter tyre scores the top rating "good", and is thus "especially recommended" in the 2013 winter tyre test of the German automobile club ADAC and the consumer protection organisation Stiftung Warentest and is amongst the best. The Nokian WR D3 is rated "Especially recommended" by the German car magazine auto motor sport.

Nokian winter tyres are the test winners in the 2012 winter tyre tests conducted by the German car magazines Auto Bild, auto motor sport, and AUTOStraßenverkehr earning top ratings of "exemplary", "highly recommended", and "very good". In more than 20 winter tyre tests carried out by car magazines in Germany and other European countries last winter, Nokian tyres came out on top and thus confirmed the positive image of the Nordic premium brand.

Nokian tyres rated "good" in the ADAC summer tyre test 2014 and by the consumer organisation Stiftung Warentest and test winner in the German SUV magazine OFF ROAD

Nokian summer tyres are multiple test winners, offering high levels of safety and saving fuel. The Nokian Line summer tyre scores the top rating "good" in the summer tyre test 2014 of the German automobile club ADAC and with the German consumer organisation Stiftung Warentest Being rated "especially recommended", Nokian Line is among the test winner group. As such, the Nokian tyre achieved a double success in the two best-selling tyre sizes tested for the compact and middle-sized category and for small cars.



The test winner is the Nokian Z SUV in the big SUV summer tyre test 2014 by the German SUV magazine OFF ROAD, with the top rating "HIGHLY RECOMMENDED" and also in SUV MAGAZIN.

Nokian tyres were test winners 70 times or were among test winner group, scoring "good" or "recommended" 51 times in 121 test reports from autumn 2011 to spring 2014 – in Central Europe alone.

Nokian Satisfaction Guarantee - peace of mind for the tyre buyer

Nokian Satisfaction Guarantee is a special offer from Nokian Tyres Authorized Dealers and Vianors. If a consumer for whatever reason is not satisfied with his new tyres from Nokian, he can exchange them within 14 days for another set of tyres at his dealer's. Mounting and balancing are free of charge.

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

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

The Driving Safety Indicator on the Nokian summer tyres shows the driver the groove depth as simple figures from 8 to 3. An aquaplaning alert within this warns of the danger of aquaplaning with a 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 1.521 billion euro turnover in 2013

Nokian Tyres achieved a turnover of 1.521 billion euro in 2013 and had over 4,000 employees. In Central Europe, Nokian Tyres operates with own sales companies in ten countries. The company also owns the Vianor tyre and car-service that comprises over 1,200 outlets in 27 countries.

www.nokiantyres.com

Vianor tyre and car-service of Nokian Tyres:

<http://vianor.com>



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www.facebook.com/nokiantyres

www.linkedin.com/company/nokian-tyres-plc

Motorist blog: <http://hakkapedia.us/blog/en>

Expert blog: <http://nordictyreblog.com/>

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