



## ASIA-PACIFIC LAUNCH: MOUNT FUJI, JAPAN.



**Metzeler presents the new Sport Touring Radial tyre ROADTEC™ 01 in Mount Fuji, Japan, for those who want to turn their trip into an unforgettable experience.**

**The latest addition to the METZELER family ensures excellent grip on both wet and dry roads including imperfect surface conditions, first-rate mileage and great stability at high speeds and at 'full load'.**

**ROADTEC™ 01 is the successor to the award-winning and appreciated ROADTEC™ Z8 INTERACT™, already recognized as the best tyre in its segment, with respect to which it increases the mileage and enhances the grip on wet and on low friction surfaces.**

**"TAKE THE ROAD with ROADTEC™ 01" is the communication campaign that accompanies this product, enhancing the versatility and performance and inviting motorcyclists to get onto their bikes and start their trip whatever the weather may hold.**

**Mt. Fuji, Tokyo (Japan), 10 May 2016 – ROADTEC™ 01**, the new Sport Touring Radial tyre of the METZELER line, was developed to offer motorcyclists a **high level of grip in different weather conditions**, on both dry and wet roads, as well as changeable and low grip surfaces. ROADTEC™ 01 is also capable of offering a mileage of reference in its segment, thanks to more uniform and regular wear, and great stability both at high speeds and with the bike fully loaded.

As apparent from the name, **ROADTEC™ 01** is the latest member of the ROADTEC™ family, the line of METZELER products dedicated to Sport Touring Radial tyres. These include ROADTEC™ Z6 and the much-appreciated ROADTEC™ Z8 INTERACT™ of which the ROADTEC™ 01 is the designated successor and with respect to which it **increases the mileage by about 10% as well as the grip on wet and low friction surfaces**. With ROADTEC™ Z8 INTERACT™ the METZELER brand was already the best in class in the Sport Touring segment, as demonstrated by comparative tests carried out by independent bodies such as prestigious motorcycle magazines. The philosophy of the blue elephant brand, however, is to constantly invest in research and development in order to improve even those products which are already considered the undisputed market leader.

The result is the new **ROADTEC™ 01** that, whilst keeping a strong link with the family it belongs to, draws a clear dividing line with the past, using completely different development and design criteria compared with the previous products. This is why, to complete the name, ROADTEC™ is not designated a higher model number in respect to the Z8 but with the number 01 instead. This identifies the tyre as a completely new project, from the materials used, to the profiles, to the compounds up to the most evident element, the tread pattern.

## Features and advantages of the new ROADTEC™ 01

**ROADTEC™ 01** is the latest evolution of METZELER sport touring tyres which, with respect to its predecessor ROADTEC™ Z8 INTERACT™, has among its strong points an **improvement of grip on wet and low-grip surfaces, an increase in mileage (+10%) and a high degree of adaptability to different bikes, riding styles and weather conditions.**

- **ROADTEC™ 01** has a **completely new tread pattern**. In particular, the front tyre has grooves that are more transversal with respect to the rolling direction of the tyre. This has made it possible to **increase the mechanical grip on slippery surfaces and in different riding situations.**
- **The area of contact with the asphalt is now wider and shorter** and, working together with the 0-degree steel-belt technology of METZELER-branded products, guarantees **higher mileage and lasting performance over time.**
- The innovative compounds are well adapted to the needs of different categories of motorcyclists. The **dual-compound rear** solutions, with 100% silica on the shoulders and silica and carbon black in the central band of the tread, ensure mileage and grip in the most varied conditions of use. The 100% silica front tyres ensure **great safety while braking, in particular on wet surfaces and on those with low friction.**
- The 0-degree steel belt together with the INTERACT™ technology **improve stability and comfort**, and deliver precise behaviour, the best for enjoying the road.
- Dedicated sizes for Heavy Weight Motorcycles (HWM) and for enduro street bikes allowing to fit this tyre on a large number of motorcycles belonging to different segments

## Versatility is the name of the game

The Sport Touring Radial tyre market is one of the most vital, and fared better than others during the economic crisis. In comparison to the past, Sport Touring tyres are becoming widely appreciated by owners of supersport, naked and even enduro bikes thanks to the versatility and mileage of these products.

Volumes in the Sport Touring Radial tyre market are sustained by an increasing number of riders who are now using their bikes as a more economic and dynamic alternative to their car, not only for leisure but also for business related activities. Especially, the latter requires tyres that are able to safely carry the motorcycle regardless of the weather, across the more difficult surfaces of urban commuting. Even when it comes to leisure employment, more often than in the past motorcycles are used 7 days a week and for a number of different activities: from same-day and fast paced trips riding alone on mountain passes, to longer journeys on the highway carrying a passenger and at full load.

Versatility in terms of motorcycles and in terms of riding style, sharing the same needs: grip on different surfaces, weather conditions and temperatures, mileage and performance consistency, high speed stability and heavy load stability. The new **ROADTEC™ 01** was designed to meet these needs

## TAKE THE ROAD with ROADTEC™ 01

With **ROADTEC™ 01** not only has a new Sport Touring product been created, but also a real philosophy dedicated to this segment through the campaign "TAKE THE ROAD with ROADTEC™ 01" which will accompany the introduction of this new product onto the market for the coming months. "TAKE THE ROAD with ROADTEC™ 01" is an initiative dedicated to those who will be the main users of this tyre: motorcyclists who love travelling, over both short and long distances, and not afraid of using their bikes when weather conditions or temperatures are not the best. With ROADTEC™ 01 the METZELER brand invites motorcyclists to get onto their bikes and start out on their trip, with the certainty that this tyre will manage to transform their journey into a pleasant experience, irrespective of the road they will take or the weather conditions they will meet along the way.

## Bikes and motorcyclists that ROADTEC™ 01 is destined for

ROADTEC™ 01 was developed with the intention of creating a versatile product, capable of satisfying a large number of motorcyclists with different bikes and riding styles. Excelling in terms of performance

on wet roads in different conditions, mileage and stability whilst maintaining the good handling typical of METZELER products, **ROADTEC™ 01** is perfect for all users who need a tyre for pure road use. Among these we can identify three macrogroups:

- **Motorcyclists who make short journeys with a sporting riding style:** These are people who usually own sport touring or naked bike models, sometimes in the city but more often to make rapid short or medium-length trips into the country, alone or with a passenger. These motorcyclists need grip, good handling and high mileage.
- **Explorer-Travellers:** These are the owners of sport-touring, gran turismo or large road enduro bikes, for whom no place is too far and no journey is too long. The weather doesn't scare them and they usually travel with luggage and passengers. For these users, travelling is an experience and tyres are what enables them to have a safe and pleasant grip, predictable behaviour, mileage, stability and comfort, independently of the weight of their bike.
- **City users:** These are motorcyclists who own bikes with medium or large engines used mostly for trips in the city, to commute and occasionally in their free time; short or mediumlength journeys. Their ideal tyre must be reliable and offer safety on all roads, even those with worn asphalt that have pot holes and damage. These motorcyclists use the bike when it rains and for them, mileage and regular wear are also important performance factors.

## **ROADTEC™ 01 compared with SPORTEC™ M7 RR and TOURANCE™ Next**

Unlike SPORTEC™ M7 RR, a supersport product designed to ensure performance such as grip and good handling in sporty riding situations on everyday roads that often have an imperfect road surface and may also be wet, **ROADTEC™ 01** offers decidedly higher mileage, a level of grip that remains high also in more demanding weather and surface conditions, better stability and comfort.

In the sizes developed for large enduro bikes, compared with a product such as TOURANCE™ Next, **ROADTEC™ 01** offers better performance in pure road use, while TOURANCE™ Next remains superior off road.

## **The version for heavy weight motorcycles (HWM)**

Since **ROADTEC™ 01** has been designed for a broad category of users and for motorcycles belonging to different segments, besides the standard version, the HWM, that is "Heavy Weight Motorcycles", version is available, which is dedicated to heavier motorcycles.

On these models, the HWM version offers greater stability reducing the intensity and frequency of vibration caused by an uneven road surface or by handlebar movements.

Distinguishable thanks to a specific symbol applied alongside the name of the product on the side of the tyre, the greater stability is achieved using a two-ply casing on the rear tyres while the standard version uses a single ply.

The front version of the HWM is two-ply like the standard version, and the objective in this case is achieved with the use of a more rigid casing and flank material and with the use of a different compound which besides silica uses an additional filler. The up-to-date list of the bikes that use the HWM version of **ROADTEC™ 01** will be available on the METZELER international website.



# TAKE *the* ROAD WITH **ROADTEC™ 01**



## FRONT SIZES:

120/60ZR 17  
120/70ZR 17  
120/70ZR 17 HWM  
110/80R 19  
120/70ZR 19

## REAR SIZES:

160/60ZR 17  
180/55ZR 17  
190/50ZR 17  
190/55ZR 17  
180/55ZR 17 HWM  
190/50ZR 17 HWM  
190/55ZR 17 HWM  
150/70R 17  
170/60ZR 17

## HWM = Heavy Weight Motorcycle

HWM version employs a 2-ply carcass on HWM rear tyres, where standard rear tyres have only 1 ply. HWM front tyre version has the same 2-ply construction as the standard version, but benefits from stiffer carcass material and sidewall construction plus a slightly different compound mix.