

General Tire is the brand of choice for Dryland Events

General Grabber AT3 and X3 provide dependable, robust performance in the harshest of environments, from the Karoo to Lesotho

PORT ELIZABETH, South Africa, 27 September 2019 – General Tire is renowned for its dependable, robust performance in the harshest environments, as well as its adventurous spirit. It's not surprising then that the legendary brand, which is owned by Continental, has been selected as the tyre of choice by Dryland Event Management.

Having set up its local operations in 2005, Dryland is one of the largest sports event management companies in South Africa, specialising in mountain biking and trail running. It owns and operates more than 10 world-class events across Southern Africa.

As idyllic as its locations may be, encompassing remote destinations that include the Southern and Eastern Cape, Western Cape and Lesotho, it also means that the team's vehicles typically operate in the harshest and most unforgiving terrains across sub-continent.

"The areas our vehicles traverse are often only accessible by foot, mountain bike or off-road motorbike," says Henco Rademeyer, Dryland's managing director and co-founder. "Our vehicles perform a variety of safety-critical roles on events, including recovery, medical, back-up and as environmental sweep vehicles. Accordingly, we need durable and dependable tyres that can withstand these extreme conditions."

In 2017, Dryland Event Management took the decision to replace the tyres on all of its Toyota 4x4 vehicles with General Tire's AT3 all-terrain offering, and the X3 for more demanding applications.

"My personal vehicle is fitted with the X3 extreme off-road tyre, and I have simply been blown away by the amazing grip and sidewall protection this tyre offers in the often rocky and loose areas we utilise in the Karoo," Rademeyer explains. "It is equally at home in the wet and muddy terrain in the Tsitsikamma area where we host one of our events during the rainy winter months. We have not looked back since fitting the General Tire products, and are very proud to be associated with the brand."

Bernard le Roux, operations director at Dryland, echoes the sentiment: "The puncture resistance on these tyres is phenomenal, and the AT3 handles both on and off-road driving exceptionally well. It is truly the best all-rounder on the market. It is affordable, tough, looks good and has the great back-up from Continental.

"We have been so impressed with the General Tire products that we are now also fitting these tyres to all of our long-distance, off-road and heavy-duty trailers," Le Roux adds.

The Grabber AT3 is General Tire's multiple award-winning tyre designed for all-terrain applications. With a 50/50 on/off-road bias, the AT3 was developed to meet the needs of sport



utility vehicle (SUV), bakkie and off-road vehicle drivers who require the combination of exceptional off-road abilities and confident on-road manners.

It incorporates three innovative technologies developed to enhance all-round performance and durability: TRACGEN that uses traction ribs and multi-angled sipes in the tread to achieve exceptional loose surface traction; DURAGEN which features a robust rubber compound that offers excellent cut and chip resistance and improved tread life; and COMFORT BALANCE technology which allows for a smooth interaction with the road surface and considerably improved on-road driving characteristics.

In the Grabber X3, General Tire has a flagship mud-terrain tyre that delivers uncompromising off-road performance coupled with good on-road manners. Relying on its 80/20 off-road bias, the Grabber X3 employs bold styling matched to exceptional performance and durability for conquering the most challenging 4x4 terrains.

The Grabber X3 uses an enhanced version of General Tire's DURAGEN technology, employing a three-ply construction across the range for exceptional durability and puncture resistance.

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General Tire

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 2018, Continental generated preliminary sales of €44.4 billion and currently employs around 244,000 people in 60 countries and markets.

The **Tire division** has 24 production and development locations worldwide. As one of the leading tire manufacturers with around 54,000 employees, the division posted preliminary sales of €11.4 billion in 2018. Continental ranks among the technology leaders in tire production and offers a broad product range for passenger cars, commercial vehicles and two-wheelers. Through continuous investment in R&D, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The Tire division's portfolio includes services for the tire trade and for fleet applications, as well as digital management systems for commercial vehicle tires.

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