AITERRA

POWERED BY AISIN



AISIN

Established in 1965, Aisin Group has grown to become a major leading supplier of automotive system around the world for both OEM and Aftermarket customers. Recognized as one of the top 10 global tier one automotive suppliers and number one Automatic Transmission manufacturer, Aisin is committed to redefining mobility.

At Aisin, we prioritize research and development on a global scale, ensuring that we create products and technologies crucial for the future of mobility. With an expanding network of production bases across the globe, we are equipped to manufacture cutting-edge solutions that address the diverse needs of vehicles and mobility.

Our technological and manufacturing capabilities position us to take on new challenges in emerging fields. We are focused on creating new value by leveraging the expertise we have cultivated in the mobility sector.



Built and Innovated with 60+ Years of Japanese Automotive Expertise

A significant development in AISIN's expansion is the new tyre brand, AITERRA.

The name AITERRA is a combination of two powerful elements: "AI" from AISIN, symbolizing the company's commitment to cutting-edge technology & innovation, and "Terra," the Latin word for Earth, reflecting AISIN's deep connection to the environment and its focus on sustainable solutions.

The synergy between AITERRA tyres and the other products of AISIN is expected to provide a comprehensive and unified solution for consumers, offering everything from vehicle maintenance to fuel efficiency and safety.

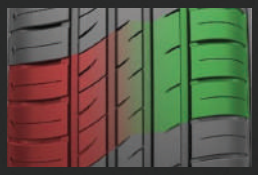


ECO

Fuel Efficient
Passenger Car Tyres



1



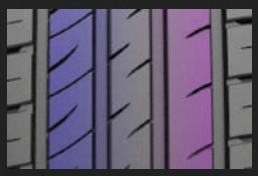
Asymmetric Pattern Design:
With best ratio to improve handling performance in dry road surface

2



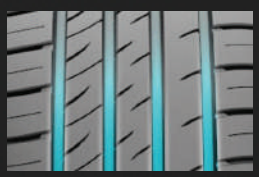
RR Reduction Design:
RR reduction through securing longitudinal strength with Rib type Center Block

3



Balanced Middle Block:
Improved wet performance by securing the side groove of inside part.

4



Optimal Wet Performance:
Optimized drainage performance and hydroplaning by Wide 4 Channel Main Groove

5



Heat Dissipation Dimple:
Heat dissipation concept caused in driving by application of dimple design for heat protection effect in inside shoulder

6



Aerodynamic Shoulder Design:
Improved air resistance and good fuel efficiency by application of optimal design for the air flow in outside shoulder

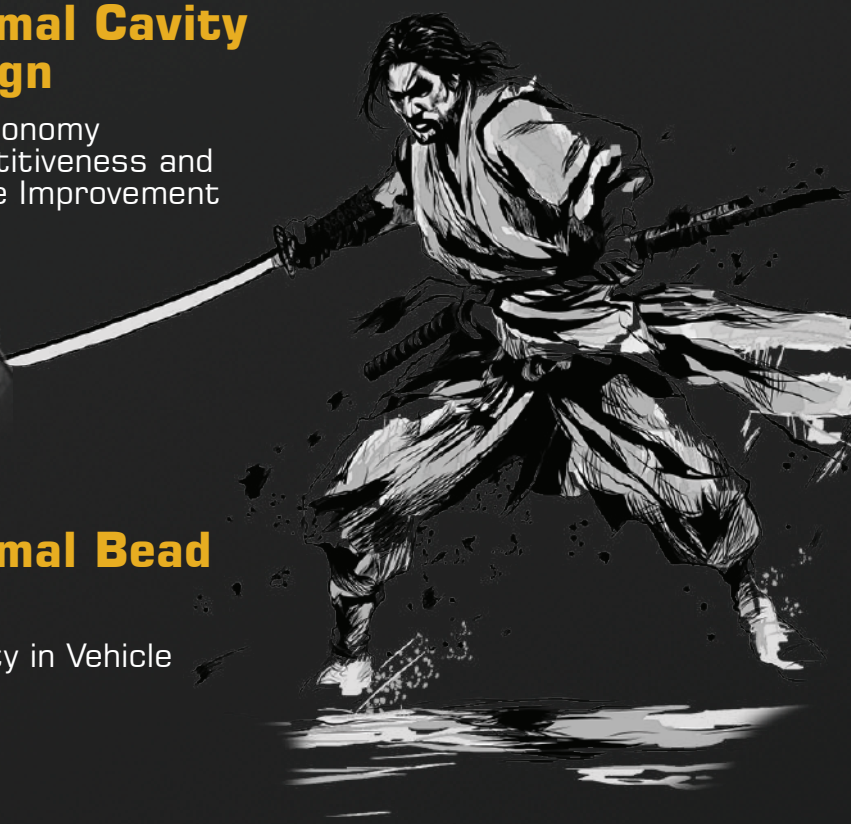
New Design Sipe

Increased Rigidity in Tread Part

Optimal Cavity Design

Fuel Economy Competitiveness and Mileage Improvement





Optimal Bead Part

Stability in Vehicle Driving

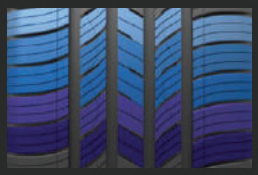
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245/45R18	PCR	100	W	XL	EC50
235/45R18	PCR	98	V	XL	EC50
235/50R18	PCR	101	W	XL	EC50
215/45R17	PCR	91	W	XL	EC50
215/50R17	PCR	95	V	XL	EC50
225/55R17	PCR	101	W	XL	EC50
215/55R17	PCR	94	W		EC50
205/55R16	PCR	91	V		EC50
215/60R16	PCR	95	V		EC50
205/60R16	PCR	92	H		EC50
205/65R16	PCR	95	H		EC50
185/60R15	PCR	84	H		EC50
205/65R15	PCR	94	V		EC50
195/65R15	PCR	91	H		EC50
185/65R15	PCR	88	H		EC50
205/60R14	PCR	88	H		EC50
175/65R14	PCR	82	T		EC50
185/70R14	PCR	88	T		EC50
175/70R14	PCR	84	T		EC50
175/60R13	PCR	77	H		EC50
165/65R13	PCR	77	H		EC50
185/70R13	PCR	86	T		EC50
175/70R13	PCR	82	T		EC50

MCROSS

Highway
Terrain Tyres

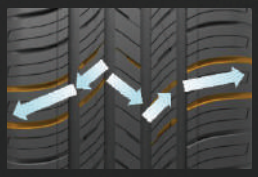


1



Variable Pitch Technology:
Variable Pitch Technology that provides a quiet and comfortable ride

2



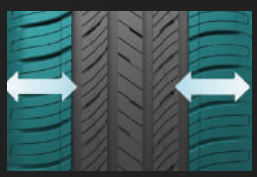
Multiple Lateral Grooves:
Enhance hydroplaning resistance and wet traction while strategically placed sipes increase the number of biting edges to promote traction in snow.

3



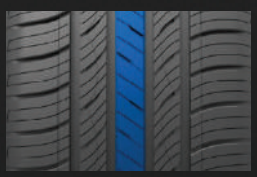
Optimized Wet Performance:
Wide grooves in the shoulders combine with four circumferential grooves to evacuate water from the contact patch for hydroplaning resistance,

4



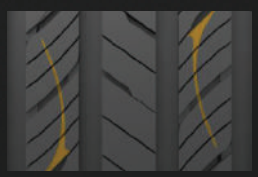
Enhanced Shoulder Block:
Strong shoulders aiding handling and steering response while also adding stability to combat irregular wear.

5



Improved High-Speed Stability:
A rigid center rib provides solid on-center feel

6



Stylish Diagonal Deco:
The effect of evacuate water from the footprint for hydroplaning resistance

High Stiffness Belt

Even Ground Pressure





Optimized Design at Bead Part

Driving Stability

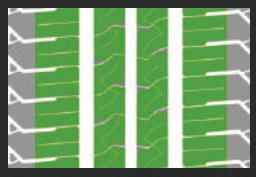
SIZE	SEG	LI	SS	XL	PATTERN
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235/55R19	HT	101	V		CR60
225/55R19	HT	103	H	XL	CR60
235/55R18	HT	104	V	XL	CR60
265/60R18	HT	110	V		CR60
245/60R18	HT	105	H		CR60
235/60R18	HT	103	V		CR60
265/65R18	HT	114	V		CR60
265/65R17	HT	112	H		CR60
225/65R17	HT	102	V		CR60
285/70R17	HT	116	T		CR60
265/70R17	HT	115	H		CR60

WAGON

Light Commercial Vehicle Tyres

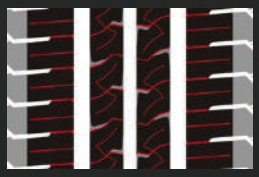


1



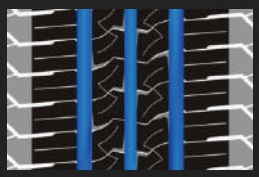
Center Block Design:
Image differentiation of center by Sensitive Sipe

2



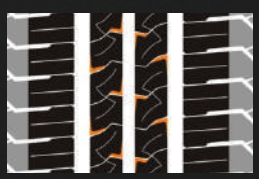
Sipe Design:
Better Wear performance by equal Sipe

3



Wide Groove:
Wide Groove in the shoulder for better Wet Grip

4



Stylish Diagonal Deco:
Powerful Center Block

*Available Only in Japan

www.aisin.ae



Light Commercial Vehicle Tyre with High Mileage and Good Handling

SIZE	SEG	LI	SS	XL	PATTERN
195/80R15	LCV	107/105	R	-	WA70



AISIN

AUTO PARTS MALL




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ATF PROTECTOR
ADVICS
AITERRA
AIECO

AITERRA



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