

# HAVE YOUR CAKE AND EAT IT TOO: COMPOUND TECHNOLOGY FOR GRIP AND MILEAGE

04 DECEMBER 2017

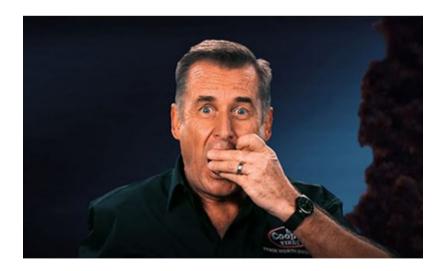
Long gone are the days when you had to compromise grip for mileage. Cooper's latest advancements in tyre technology now allow you to have a tyre with a high traction rating and an 80,000km mileage warranty.

Since the introduction of pneumatic tyres, engineers lived by a simple and immutable law:

Soft tyre compounds wear faster and have high rolling resistance, but offer MORE grip, while; Harder tyre compounds wear slower and have lower rolling resistance, but offer LESS grip.

#### **BREAKING THIS LAW**

When tyre engineers began using this miraculous ingredient, Silica, as a filler material, they came to understand that the silica-enhanced compounds lowered rolling resistance, and even ENHANCED grip! You could literally have your cake and eat it too!







By now you may be wondering, how this's all possible. Well, it all comes down to the materials used to Got a question? 1300 756 884 (tel:1300756884) build the tyre or its Compound. The compound is the mix of ingredients that determine a tyre's grip and wear characteristics. It's like each tyre has its own magic recipe, getting this formula right is something of an art.

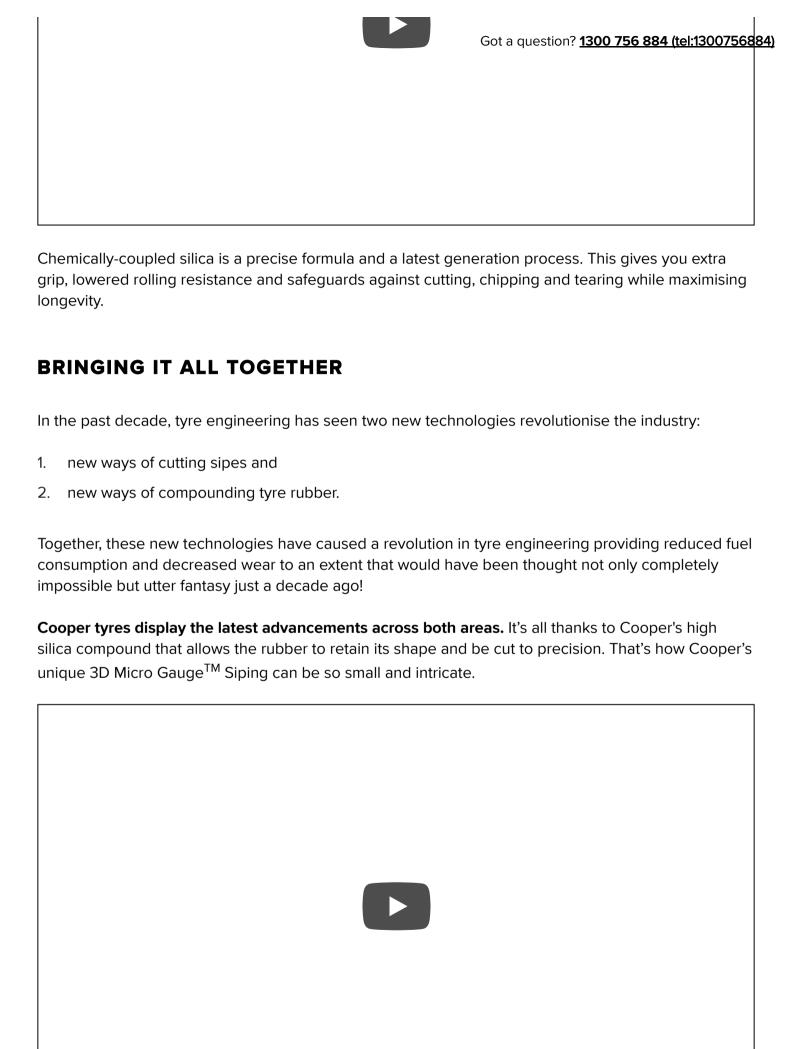
Think about it like this. Plastic comes from the same basic ingredients as tyres, and we all know the quality of plastics differs greatly. They may look the same but they certainly are not. Some are brittle while others are strong and flexible. It's the same with tyres.

## WHAT ARE TYRE COMPOUNDS AND HOW THEY WORK?



Cooper Tires use up to 4 times more silica than any other leading brand thoughout its range. Although the content of Silica is essential, the real magic lies on how they ingredients are mixed. Many other brands claim to use Silica, but if it's not Chemically-Coupled Silica, these miraculous benefits are not delivered.

## CHEMICALLY-COUPLED SILICA COMPOUNDS

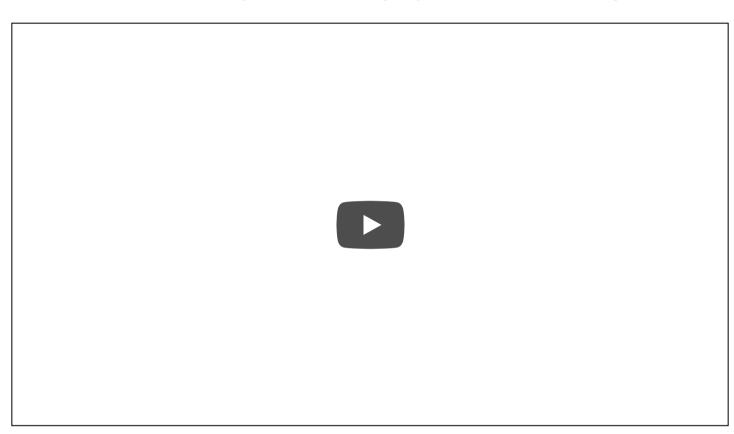


Specially designed 3D Micro Gauge™ Sipes allow the tread blocks to interlock for maximum stability. This gives you increased traction, handling and safety, even at half worn.

So between the use of chemically-coupled silica and tread design innovations like 3D Microgauge sipping, you get the best of both worlds with Cooper tyres: GRIP and MILEAGE.

So when you're ready for tyres, check the facts and take a closer look at Cooper's latest tyre technology.

See the difference Cooper's latest technology makes to your ability to brake in the wet, evade unexpected obstacles and change lanes in an emergency compared to other leading brands.



#### You may also be interested to learn about:

<u>Tread, its design and depth. (/cooper-life/blog/2017/november/tread-design/)</u> <u>Carcass, the way the tyre is built. (/cooper-life/blog/2017/november/carcass/)</u>

### **GET A QUOTE**

Get more information about the right Cooper tyre for your driving by generating a quick quote now.

**GET QUOTE (/OUR-RANGE/)**