



[www.barum-online.com](http://www.barum-online.com)

**I take my job  
seriously.**

Make your choice to overcome everyday needs and have trust in every situation. Your decision for Barum tyres is a good choice.

**Barum** 

Barum. A brand of Continental.

**Good tyres. Good deal.**

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# Welcome to Barum

## The brand Barum

### Barum – the smart choice: affordable, durable tyres.

Barum tyres represent the successful synthesis of versatility and robustness at a good price. They deliver impressively high mileage and well-balanced driving characteristics. If you have to rely on your vehicle, then Barum is the right choice for you.

Barum produces tyres in Europe's most modern factories under the umbrella of the powerful Continental Group. Barum is one of the most successful tyre manufacturers in Central Europe and stands for the clearly defined brand claim: Good tyres. Good deal.

Barum. A brand of Continental.

## History

- 1948** Three tyre manufacturers – Baťa, Rubena and Mitas – merge in the Czech city of Zlín. The founding companies' initial letters are put together to create the brand Barum.
  - 1966** Barum begins to build a plant in Otrokovice.
  - 1971** The Barum Czech Rally Zlín, which remains a success to this day, is held for the first time.
  - 1972** Construction of the modern factory is completed. Barum tyres are still produced there today.
  - 1992** The German tyre manufacturer Continental signs a joint venture agreement with Barum.
  - 1993** Barum is incorporated into the global Continental Group and henceforth operates under the name Barum Continental spol. s.r.o. This gives the company access to cutting-edge scientific research capacities and highly efficient high-tech tyre manufacture technology.
- Barum remains one of the most successful tyre manufacturers around. The company's tyres are sold throughout Europe.

# Polaris 3

**Black on white – the price is right.**

## Good grip in snow.

### Optimised setting-off and braking in snow.

The profile is designed for winter road conditions and its good snow traction qualities means that the vehicle makes no compromises when it comes to braking on snowy surfaces.

### Low rolling resistance and reduced fuel consumption.

The Polaris 3 winter tyre is a true petrol saver that always safely stays on track on slippery surfaces.

### Low wear means high mileage performance.

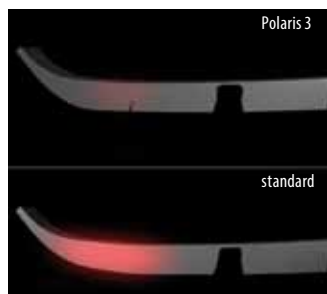
Low wear increases its durability and lowers costs considerably over the long term.

## Product range Polaris 3

For compact-, middle-, and upper-class vehicles and SUVs.



- Speed symbol **T/H/V**
- Rim size in inches **13 – 19**
- Tyre width in mm **135 – 265**
- Tyre crosssection Serie **Serie 40 – 80**



# SnoVanis 2

**Drive and save  
without  
compromise.**

**Greater safety with reduced costs.**

## **Short braking distances and optimum traction on snow.**

The newly developed SnoVanis 2 profile guarantees the best traction and braking characteristics and keeps vans and trucks on track on snow-covered driving surfaces.

## **Very efficient thanks to less fuel consumption.**

The balanced, calm driving response and low rolling resistance minimise fuel costs.

## **Holds the line when cornering, even on wet surfaces.**

Even in rainy conditions, the SnoVanis 2 exhibits outstanding driving characteristics and precise steering response.

## **Product range SnoVanis 2**

For vans and transporters



- ▷ Speed symbol **Q/R/T**
- ▷ Rim size in inches **14 – 16**
- ▷ Tyre width in mm **165 – 235**
- ▷ Tyre crosssection Serie **Serie 60 – 80**

