



**BRAND  
PRESENTATION  
2017**



**TAURUS BRAND**

**FACTORY**

**PRODUCT OFFER**

**MARKET COVERAGE**

**BRAND IDENTITY**

**BRAND SUPPORT**



# **TAURUS BRAND AND FACTORY**



In 1973, the **TAURUS** brand was applied to all products manufactured by the company, in association with the brands **Emergé** (equipment for the oil industry), **Palma** (camping items, bellows, etc.), **Cordatic**, etc. In the same year, the company adopted the name **Taurus Hungarian Rubber Works**

Passenger car tires from 2013 – **100 years** after the brand name's birth



In 1882 the Hungarian **Ruggyanta Árugyár** was founded in Budapest

The **TAURUS** brand was created in 1913, the **TAURUS** logo in 1923

1996, the company, joined the **Michelin Group**



## ROBUST PRODUCT OFFER IN THE KEY TYRE CATEGORIES

- Radial **Truck** tires from 1974
- **Agricultural** tires from 1979
- **Passenger** car tires from 2013



- **Well known brand giving a real opportunity to sell, based on 100 years of history** and commercial activity
- **A real European brand, European origin and European production** with **reliable products in all valuable product category** in Passenger Car, Light Truck, Truck & Bus and Agricultural product segments
- The **factory** - belonging to the Michelin Group – provides **98% service rate\***.

Service rate measured on the base of firm orders communicated Month M and available for dispatch Month M+1.





**All TAURUS passenger car tyres are manufactured in a European Tyre Plant belonging to the Michelin Group\***

- The factory passed the ISO 9001 quality monitoring system and is ISO 9001 certified
- It is compliant with UNECE\*\* regulations

***\*Not allowed to link Taurus brand and/or products with Michelin Group in any type of communication targeting end users.***

***\*\*United Nations Economic Commission for Europe***



## **PRODUCT OFFER**



**PASSENGER CAR  
TYRE**



**COMMERCIAL  
LIGHT TRUCK TYRE**



**SUV TYRE**

# PRODUCT MAPPING



## PASSENGER CAR



## SUV



## LIGHT TRUCK



**TAURUS  
HIGH PERFORMANCE**



**TAURUS  
ULTRA HIGH  
PERFORMANCE**



**TAURUS  
301**



**TAURUS  
401**



**TAURUS  
701**



**TAURUS  
101**



**TAURUS  
601**



**TAURUS  
501**



**TAURUS  
SUV WINTER**



**TAURUS  
SUV ICE**



**TAURUS  
201**



# TAURUS ULTRA HIGH PERFORMANCE\*



ULTRA HIGH PERFORMANCE

# UHP

## Easy to control, even at high speed

- Asymmetrical tread pattern design

## Improved performances

- Wear performances:  
Optimized casing construction, tread pattern rigidity,  
new silica compound
- Rolling resistance and wet traction:  
New Silica compound

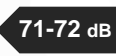


PC

<b>Section:</b>	205 to 255 mm
<b>Diameter:</b>	17" to 19"
<b>Series:</b>	35 to 55
<b>SI:</b>	V-W-Y

\*Replaces TAURUS 401 dimensions  
/ in 17-18", in 2017-2018 /  
+ 4 new dimensions in 19"

- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)



# TAURUS HIGH PERFORMANCE\*



## Easy to control at any speed

- Asymmetrical tread pattern design with rigid rib

## Strong performances on wet and dry road surfaces

## Advanced wear performances

- Optimized tread and casing construction
- Increased tread depth and improved rigidity of the tread blocks

## Optimized fuel consumption

- New Silica compound based tread pattern



PC

<b>Section:</b>	175 to 225 mm
<b>Diameter:</b>	15" to 16"
<b>Series:</b>	45 to 65
<b>SI:</b>	T-H-V-W

\*Replaces the actual TAURUS 401 dimensions in 15-16" in 2017-2018.

**NEW  
RANGE**



C-E



C



70-71 dB



- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)



# TAURUS 401\*



## Directional tread pattern with 3 wide longitudinal grooves

- Effective evacuation of water in aquaplaning situations
- Good directional stability

## Rigid and solid shoulders

- Withstand significant transversal stress
- Excellent holding in turns
- Good steering accuracy



PC



HIGH  
PERFORMANCE

<b>Section:</b>	165 to 255 mm
<b>Diameter:</b>	14" to 18"
<b>Series:</b>	65 to 35
<b>SI:</b>	H-V-W-Y

\*TAURUS 401 dimensions will be replaced by TAURUS UHP and HP in 2017-2018.



1

E-F



2

C



3

70-72 dB



4

- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)



# TAURUS 301



- Directional tread pattern
- Good braking on dry and wet roads
- Good aquaplaning performance
- Excellent stability in curves



PC



TOURING

<b>Section:</b>	135 to 205 mm
<b>Diameter:</b>	13" to 16"
<b>Series:</b>	80 to 60
<b>Sl:</b>	T-H



1

E-F



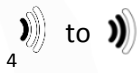
2

C



3

68 dB



4

to

- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)



## Directional tread pattern

- Highly carved: numerous tread blocks for good drivability in the snow
- 4 longitudinal grooves (2 main ones + 2 secondary ones) for rapid evacuation of water towards the rear
- Numerous V-shaped transversal grooves for rapid evacuation of water on the sides
- High sipe density for improved grip on snow, ice, and wet surfaces
- M+S marking



PC



<b>Section:</b>	145 to 245 mm
<b>Diameter:</b>	13" to 18"
<b>Series:</b>	80 to 40
<b>SI:</b>	Q-T-H-V



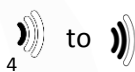
E-F



E



68-72 dB



to

- (1) Fuel efficiency (from A to G)  
(2) Wet grip (from A to G)  
(3) External rolling measured value (decibel)  
(4) External rolling noise class (from 1 to 3)



## Excellent handling

- Numerous tread blocks and Z lamelles

## Good grip on ice, snow, and wet surfaces

- High density of sipes
- M+S marking

## Efficient snow and slush evacuation

- Transversal grooves

## Excellent longitudinal grip while braking and acceleration

- Position of the studs

## Lateral grip

- Shape of the studs



PC



<b>Section:</b>	175 to 225 mm
<b>Diameter:</b>	13" to 17"
<b>Series:</b>	70 to 50
<b>Sl:</b>	T



## Very good water evacuation

- 4 longitudinal grooves

## Good level of grip on dry wet and winter conditions

- High density of sipes
- M+S marking

## No Compromise on Safety or Durability

- New technical solutions on all sizes to achieve optimum high speed performances and for added safety
- Additional sidewall strength for shock resistance on SUVs



1

C-E



2

C



3

69-71 dB



4



SUV

**SUV**  
ON-ROAD

<b>Section:</b>	205 to 255 mm
<b>Diameter:</b>	15" to 19"
<b>Series:</b>	75 to 50
<b>Sl:</b>	H-W

- (1) Fuel efficiency (from A to G)  
(2) Wet grip (from A to G)  
(3) External rolling measured value (decibel)  
(4) External rolling noise class (from 1 to 3)



# TAURUS SUV WINTER



## Reliable on snow, wet, and dry roads

- Numerous tread blocks and high density of sipes
- Micro-rib detailing in the grooves
- M+S marking

## Efficient aqua planning and slush planning prevention

- Optimal number and density of grooves
- Special angle transversal grooves design

## Optimized fuel consumption

- New silica compound



SUV



<b>Section:</b>	215 to 255 mm
<b>Diameter:</b>	16" to 19"
<b>Series:</b>	55 to 70
<b>Sl:</b>	H-V

NEW  
RANGE



1

C-E



2

E



3

70-72 dB



4

- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)



## Very good traction and braking on ice

- Numerous studs and special stud positioning
- Optimized contact with the road
- M+S marking

## Reliable on ice, snow, and wet surfaces

- Numerous tread blocks and high density of sipes
- Efficient evacuation of ice particles

## Optimized fuel consumption

- New Silica compound



SUV



**Section:** 215 to 235 mm  
**Diameter:** 16" to 18"  
**Series:** 55 to 65  
**SI:** T

**NEW  
RANGE**



- (1) Fuel efficiency (from A to G)  
(2) Wet grip (from A to G)  
(3) External rolling measured value (decibel)  
(4) External rolling noise class (from 1 to 3)



## Lined asymmetric tread pattern

- 3 longitudinal grooves for rapid evacuation of water
- Numerous solid tread blocks, siped and staggered on the shoulders for effective grip when braking and good drive ability on loose soil
- Square shoulders and flat profile for good stability in turns

## Robust construction

- Excellent load resistance



LT



LIGHT TRUCK

**2 NEW**  
DIMENSIONS  
IN 2017

<b>Section:</b>	165 to 235 mm
<b>Diameter:</b>	14" to 16"
<b>Series:</b>	80 to 60
<b>SI:</b>	R-S-T-H



E



C



72 dB



- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)





## Provides good grip in slippery and snowy conditions

- Numerous tread block and transversal groove
- M+S marking

## Excellent load resistance

- Robust construction

## Stable handling

- Square and robust shoulders



LT



<b>Section:</b>	175 to 235 mm
<b>Diameter:</b>	14" to 16"
<b>Series:</b>	80 to 60
<b>SI:</b>	R-T



- (1) Fuel efficiency (from A to G)
- (2) Wet grip (from A to G)
- (3) External rolling measured value (decibel)
- (4) External rolling noise class (from 1 to 3)



A light gray world map is visible in the background, showing the outlines of continents and countries.

# **MARKET COVERAGE**

Europe and Russia

2017



PASSENGER CAR



LIGHT TRUCK

90%

87%

87%

82%



2017



PASSENGER CAR



LIGHT TRUCK

95%

90%

95%\*

\*Winter

82%\*

\*Studded

84%



# ROBUST MARKET COVERAGE



2017



PASSENGER CAR



LIGHT TRUCK

95%

94%



93%\*

\*Winter

75%\*

\*Studded

91%







# BRAND SUPPORT

End-user communication, online,  
and product launch material

## ***END-USER COMMUNICATION***

### **TALKING POINTS TO PUSH THE BRAND**

- **TAURUS tires, European quality at economic price**
- **TAURUS tires, Low price without safety compromise**
- **TAURUS, affordable tires made in Europe**



## ***END-USER COMMUNICATION***

### **BRAND STORY AVAILABLE ON CUSTOMER INTERNET WEBSITE**



- **Well known brand for 100 years** with historical commercial activity
- **A real European brand, European origin** and **European production** with **reliable products** in **all valuable product category** in PASSENGER, LIGHT TRUCK, TRUCK & BUS and AGRICULTURAL product segments

## **END-USER COMMUNICATION**

**BRAND STORY AVAILABLE ON CUSTOMER INTERNET WEBSITE**

### **WELL KNOWN EUROPEAN BRAND FOR 100 YEARS**

- **1913** Creation of the **TAURUS brand** in Hungary
- **1923** Creation of the **TAURUS logo**
- **1973** **The TAURUS brand** was applied **to all products** manufactured by the company, and the company adopted the name **Taurus Hungarian Rubber Works**
- **1974** **Truck tyre** production
- **1979** **Agricultural tyre** production
- **1996** The company joined one of the worldwide leading tyre manufacturers



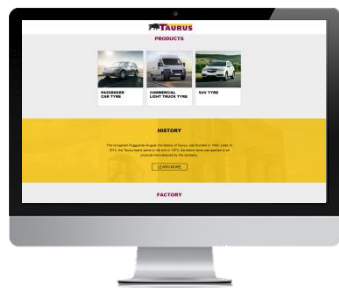
## ***END-USER COMMUNICATION***

**(2/2) BRAND STORY AVAILABLE ON CUSTOMER INTERNET WEBSITE**

### **RELIABLE PRODUCTS MADE IN EUROPE**

- **TAURUS passenger car tyres** are **produced in a European factory** belonging to one of the **worldwide leading tyre manufacturers**
- **TAURUS** brand offers **safe tyres** in all key tyre category:
  - **Recreational**  
SUV
  - **Passenger car**
    - Summer
    - Winter: Alpin and Nordic offer
  - **Light truck**  
Summer, Winter

# ONLINE BRAND SUPPORT AND PRODUCT LAUNCH MATERIAL



WEBSITE

QR code on the tyre label  
leads to the website



Presentations



Product sheets

## ***DOWNLOADABLE MATERIAL***



**USER:**

**taurus**

**PASSWORD:**

**af95473**

**All in 1**

<http://t3.altavia.hu/taurus>

**Logos**

<http://t3.altavia.hu/taurus/logo>

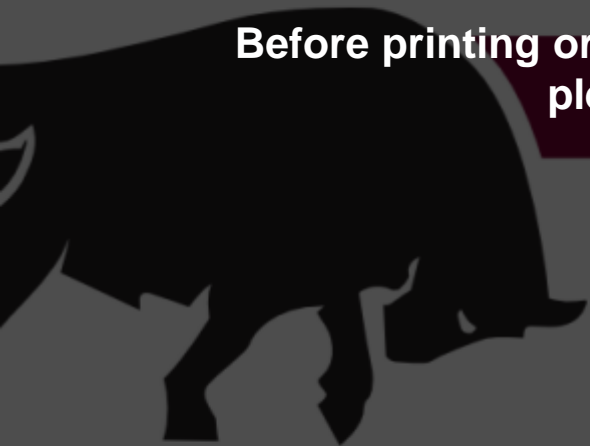






# VALIDATION NEEDED!

In case of **TAURUS** brand elements' usage we are at your disposal to help.  
**Before printing or publishing** any creation using TAURUS brand elements,  
**please send us the layout for validation.**



# TAURUS



[www.Kolesa.by](http://www.Kolesa.by)

A photograph of a car driving on a road, with a blurred background indicating motion. The car's side mirror is visible in the foreground. The text "THANK YOU FOR YOUR ATTENTION!" is overlaid on the right side of the image.

**THANK YOU FOR  
YOUR ATTENTION!**