**Press Release**

# New Van-Life 3 Tire from Semperit Stands out for High Mileage

**Hanover, Germany, March 2024 – The tire developers at Semperit have taken a number of measures to optimize the mileage, fuel economy, handling characteristics and robustness of the new Van-Life 3. In particular, they have precisely adjusted the tread pattern and tread compound.**

The new Van-Life 3, a summer tire for vans from Semperit, has now been launched. In determining the specifications the engineers put a strong emphasis on economy and precise handling. Semperit engineers therefore concentrated on high mileage, low rolling resistance, robustness and precise, safe handling, combined with the traditionally good safety-relevant driving characteristics of Semperit tires.

The tire developers achieve high mileage and low rolling resistance thanks to the latest generation tread design and tread compound. A newly designed tread block increases rigidity, and thanks to its closed shoulders and robust running surface the tire has a long lifetime. Semperit’s engineers have improved the tire’s handling characteristics by optimizing the contact area with the road surface. The result is more precise handling and short braking distances, especially on dry roads. Thanks to the connected shoulder area, the tire safely transmits the forces that occur when braking and cornering. Thanks to its robustness, the new Semperit transporter tire is also suitable for demanding transport tasks on poorer roads.

**Semperit** has been a tire brand of Continental AG since 1985. The tradition-steeped brand of Austrian origin continues to be successfully operated by Continental in the area of car tires as well as the commercial vehicle tires segment. For commercial vehicle tires, Semperit offers a wide product portfolio for regional and long-distance transportation.

**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 2023, Continental generated preliminary sales of €41.4 billion and currently employs around 200,000 people in 56 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental delivers top performance for more than 150 years and is one of the world’s largest tire manufacturers. In fiscal 2023, the Tires group sector generated sales of 14 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 20 production and 16 development sites.

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