
Motrio launches a new range of tyres

- Motrio launches the “Fairway range”, a new generation of tyres produced and engineered exclusively in Europe with a premium manufacturer.
- The new range is composed of 49 references – summer, winter, all-season – and fits all multi-brand vehicle needs, from passenger cars to vans.
- The tyres will be available in the Renault, Dacia and Motrio networks in Europe in popular sizes from 13’ to 20’ inches starting February 2022.

Boulogne-Billancourt, February 15, 2022.

Motrio, the Renault Group aftersales brand since 1998, offering a complete range of parts equivalent to the original parts in terms of safety and functionality, launches in February 2022, the new generation of tyres, accessible to all customer’s need for a greater value.

Within a market where drivers are increasingly relying on four-season tyres, the “Fairway range” will offer the complete range with the release of Fairway summer in February, Fairway all-season in April and Fairway winter in June 2022.

*“Motrio’s ambition is to extend its spare parts offer and to become an all-make player within the second and third lifecycle of the cars, covering 80% of the European car park. The Fairway range is an important step in this evolution. In collaboration with our new manufacturer, we will be able to offer a complete range of tyres to our customers, with top performances in its segment, proven by independent third-party testing. By 2025, Motrio will have over 30,000 products in its product range”, said **Guy-Olivier Ducamp, Independent aftermarket director of Renault Group.***

The new models size from 13’ to 20’ inches and are suitable for a wide range of vehicles, being a valid alternative to premium tyres. Constantly evolving to secure optimum safety, Motrio Fairway provides a uniform treadwear to allow higher milage all year round; excellent road holding and driving precision; resistance to aquaplaning; an outstanding grip on dry roads and an efficient braking performance on wet ones.

These outputs allow the summer range to achieve class “B” in the European wet braking label and a rating of “C” in rolling resistance.

“Quality and price within everyone’s reach” being at the center of Motrio’s concern, the new Fairway tyres offer the best quality, proven by European labelling and price competitiveness. Motrio Fairway offers the best services to the end customer, even in terms of fuel savings, and benefits from the best price positioning in contrast with the general trend of price increase in the sector.

RENAULT GROUP Rie Yamane
PRESS +33 6 03 16 35 20
rie.yamane@renault.com

About Renault Group

Renault Group is at the forefront of a mobility that is reinventing itself. Strengthened by its alliance with Nissan and Mitsubishi Motors, and its unique expertise in electrification, Renault Group comprises 5 complementary brands - Renault, Dacia, LADA, Alpine and Mobilize - offering sustainable and innovative mobility solutions to its customers. Established in more than 130 countries, the Group has sold 2.9 million vehicles in 2020. It employs more than 170,000 people who embody its Purpose every day, so that mobility brings people closer. Ready to pursue challenges both on the road and in competition, Renault Group is committed to an ambitious transformation that will generate value. This is centred on the development of new technologies and services, and a new range of even more competitive, balanced and electrified vehicles. In line with environmental challenges, the Group's ambition is to achieve carbon neutrality in Europe by 2040.
<https://www.renaultgroup.com/en/>