

NEW BFGOODRICH CROSS CONTROL 2 EXPANDS ROBUST RANGE OF CONSTRUCTION TYRES

STOKE-ON-TRENT, UK, July 1, 2020 — BFGoodrich has added to its popular range of heavy truck tyres with the launch of the new Cross Control 2 – the brand’s first second-generation product to be introduced into the UK and Irish markets.

Available as a steer and drive tyre, the new fitment is targeted at tippers and mixers working in the construction industry and is designed to withstand even the most aggressive of surfaces.

The next generation range is available as a 315/80 R22.5 Cross Control S2 (steer), 315/80 R22.5 Cross Control D2 (drive) and 13 R22.5 steer and drive.

Martin Thompson, BFGoodrich Go To Market Manager, says: “BFGoodrich was a new brand when it launched into the European truck tyre market in 2017, but has been gaining traction quickly and we’re continually investing in developing our range of products.

“The launch of the Cross Control 2 is a key development for the UK and Irish markets – introducing an improved offer for firms operating in the demanding on/off-road construction sector, where uptime and longevity are particularly important.”

The new tyres are manufactured with a robust tread pattern which offers excellent traction on any ground. The 3PMSF (Three Peak Mountain Snowflake) markings on the sidewall confirm their high level of grip in defined snowy conditions, guaranteeing better handling on snow-covered roads than tyres which are simply labelled M+S (Mud and Snow).

They also provide excellent fuel consumption, with the Cross Control S2 improving mileage by 40 per cent versus its predecessor and the Cross Control D2 offering a 25 per cent improvement. Both tyres are designed to be regrooved, and offer excellent acceptance potential for retreading – helping BFGoodrich customers enjoy a low total cost of ownership and maximum sustainability.

“A great deal of investment and testing against rival manufacturers has gone into the delivery of these new tyres and we are confident that, whatever the challenges, the Cross Control 2 will get the job done,” adds Thompson.

BFGoodrich's commercial vehicle tyre range is available across a European network of more than 3,000 professional dealers. The brand's commercial vehicle range had previously only been available outside of Europe – selling an average 1.6 million bus, coach, truck and trailer tyres per year.

BFGoodrich is best known as being the world leader in off-road tyres for more than 100 years. The company began manufacturing tyres in Akron, Ohio, in 1870 and has been manufacturing truck, bus and coach tyres for more than 80 years.

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About BFGoodrich®

With more than 100 years of heritage, BFGoodrich® is dedicated to providing high performance tyres for those who have a passion for driving in virtually any environment. Combining technical expertise with 45 years of motorsports experience, BFGoodrich delivers tyres for a full range of driving experiences from ultra-high performance street to off-road terrain with one common theme – extreme performance. Come upgrade your performance with BFGoodrich and see where our tyres can take you at truck.bfgoodrich.co.uk

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