

In Brief ...

Unipart – New Technology Plus Marketing Back-up

A new range of Unipart Samson Power+ batteries featuring long-life calcium technology is being introduced by Unipart Automotive to provide higher availability to customers throughout the product's peak selling season. The premium batteries offer unbeatable value and come with a 'for as long as you own the vehicle' customer guarantee, offering higher profit opportunities than for other standard batteries. In conjunction with the launch, free Battery Business Builder Modules (worth £70) are available for all orders of 10 or more batteries. Comprising a computer memory saver, display trolley for six batteries, new header card, poster, Unipart Battery Centre sign and Unipart Battery catalogue, the module assists the retailer/fast-fit in maximising battery sales. The range has been developed to fit with today's motoring demands: short journeys, periods of inactivity and harsh weather conditions. It provides improved charging, higher cranking power by 10 per cent, longer life and reliability; and boasts the added value of an extended warranty, it also incorporates a 'magic eye' to allow for easier charge monitoring. *pg*

Euro Car Parts Launch New Alloy Wheels

Euro Car Parts, has launched its very own range of alloy wheels. The company, which also sells Scandinavian, French and German parts, will sell the wheels in four unique styles, Revolve, Coast, Phaze and Jagged. "The advantages of the XTR's are not only cosmetic but also practical. The lowering of the vehicles unsprung weight improves both braking efficiency and vehicle handling," said Euro Car Parts Group marketing manager, Mark Wardell. All XTR wheels are available as wheel and tyre packages, with a choice of tyres to suit all pockets. The price includes chrome valve caps, balancing and tyre fitting. The XTR wheels will cost between £329.99 for 15 inch products and £499.99 for the 17 inch model. *cja*

Green Diamond Offers an Alternative to Spikes

Winter tyre demands are currently one of the industry's high concerns, with trends demonstrating a more dramatic move towards high performance tyres, past revolutionary concepts such as spiked tyres are on the way out. A heavy duty winter tyre is still demanded in certain markets, yet the side effects of spiked tyres are not, in response to such market requirements Green Diamond Traction Tyres are now gaining momentum in both the European and the North American markets. The tyres are currently manufactured in Canada, Finland, Italy, Latvia, Sweden, Switzerland, UK and USA.

Small hard sharp-edged granules present on the tyre provide a firm contact with icy ground and extra traction without the destructive effect of a spiked tyre. The granules work in two ways; firstly when they make contact with the slippery surface they provide extra grip. Secondly, after the rubber surrounding the granule wears down and the granule falls out, there is a small hole that also provides traction. As the tread wears down and the granules fall out, new granules appear on the surface of the tread throughout the entire life of the tyre.

According to the Swedish National Road and Transport Research Institute the tyres offer a 40 per cent improvement in steering stability in slippery conditions, compared to similar tyres without granules. Other advantages of the tyre are said to be its ability to provide good traction in snow and ice, in particular black ice close to 0°C where the granules are designed to brake through the water film



present on the ice.

While spike tyres can lose their traction characteristics as the tyres begin to wear, the Green Diamond tyres are designed to offer traction throughout the entire life cycle of the tyre. According to the manufacturer the tyres provide two main advantages over studded tyres; better road wear and lower noise emission, without compromising on effectiveness. Road wear is estimated to be 14 times less than the wear generated by studded tyres, which means that the tyres are permitted in countries where studded tyres are prohibited. In keeping with today's recycling concerns the tyres are retreaded, the Green Diamond process is an addition to the strip winding process used for hot cure retreading of tyres but can also be adapted for use during the manufacture of new tyres. *cma*

