



SPORTTEC M5 INTERACT

INTERNATIONAL LAUNCH

3rd - 7th march 2010

METZELER 
ALWAYS TWO WHEELS AHEAD

A NEW HISTORICAL BRAND



- 150 years of product innovation
- Strong reputation in Sport Touring segment
- Technology for performance



- Innovative concepts for new products
- New radial range in 3 years
- Technology as brand value

Metzeler heritage for Metzeler (R)evolution

2.0 COMMUNICATION



- Ridexperience blog
- Direct relationship with bloggers
- Gimme 5 contest for Gurus

New ADV visual tone

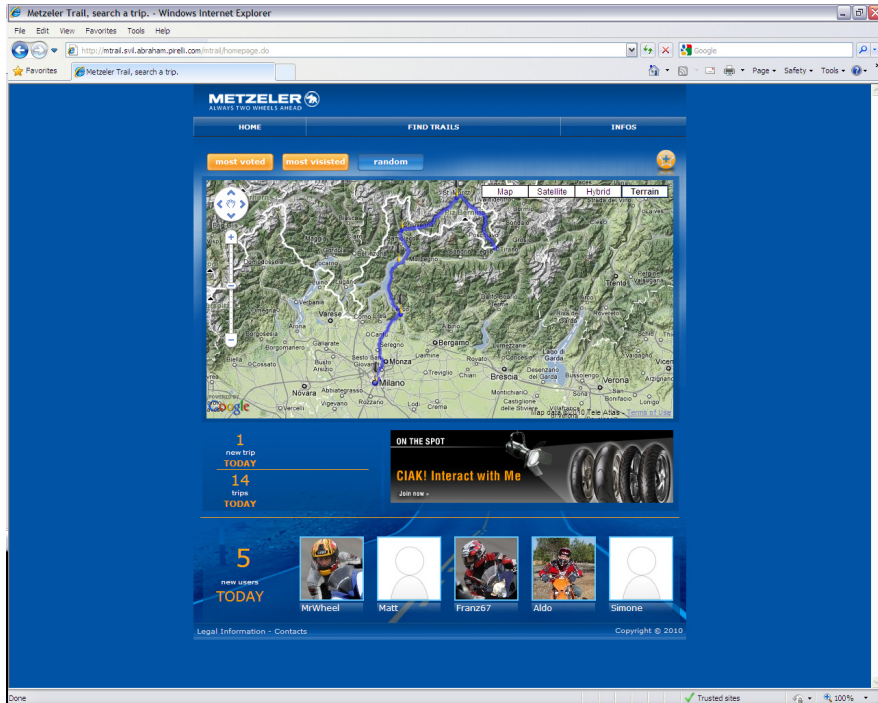


- More aggressive
- More exciting
- More ironic



MAP SHARING PLATFORM

MetzelerMaps, the first two-wheels dedicated platform for trip sharing.



- Upload your trips with photos, videos and comments
- Download other users' trips you want to repeat
- Browse the trips database with searching parameters
- Create your own profile and meet other bikers
- Plan your trips alone or with your friends

NEW COMMUNICATION

New communication tools



- QR code
- Mobile Website

Product is communication



- Greek Pi
- Lean indicator
- Technology label



SUPERSPORT BIKES: SCENARIO

Until now

- **SUPERSPORT**
- **AGGRESSIVE**
- **DEDICATED TO SPORT**



- **Horse Power**
- **Torque**
- **Chassis solution**
- **Riding position**

Electronic aids



What's Next



Naked



Race replica



Funmoto

- **Horse Power**
- **Riding easiness**
- **Power/weight ratio**
- **high versatility**
- **Aggressive look**

TYRES: A NEW CHALLENGE

UNTIL NOW

- Strong segmentation
- Special version
- A part of the bike



What's Next

- Wider range of application
- Leverage on size standardization
- New performance required

		Racetrack style	Sporty style	Urban style	Touring style
NAKED BIKES			M3	M3	Z6
FUN BIKES					
RACE REPLICA BIKES		K3	M3		

		Racetrack style	Sporty style	Urban style	Touring style
NAKED BIKES		M5	M5	M5	M5
FUN BIKES		M5	M5	M5	M5
RACE REPLICA BIKES		M5	M5	M5	M5



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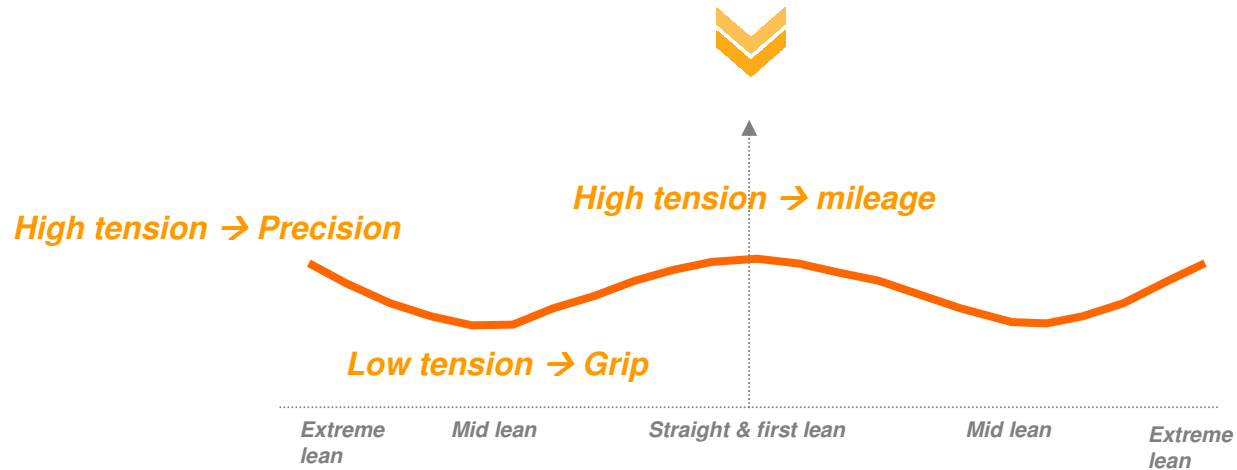
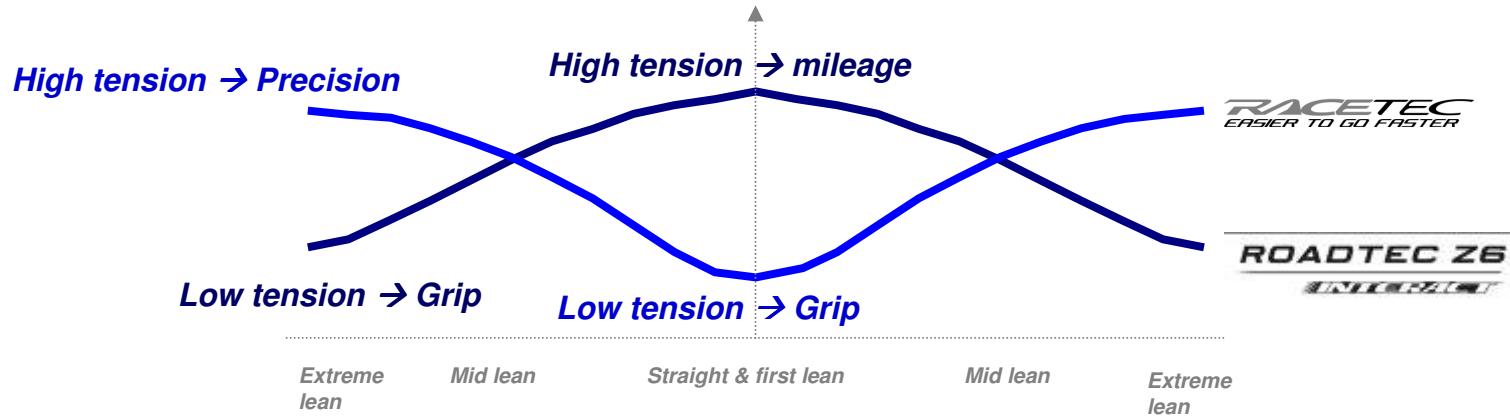
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INTERACT™: the new tension layout

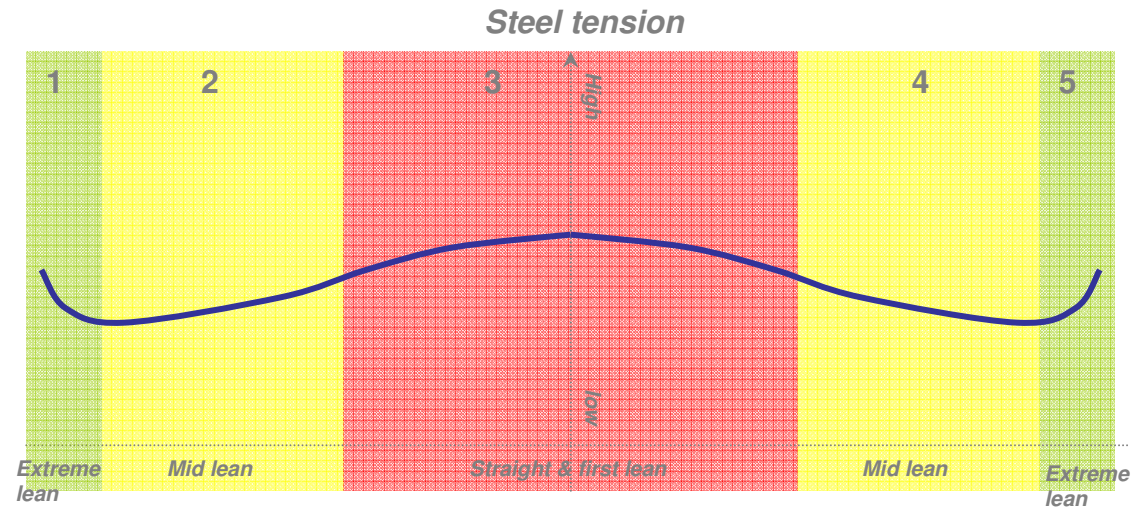
- Tension of each cord can be tuned
- More than 120 steel cords
- Several lay out possible according to rider's needs



INTERACT™: 5 zone tension



- **High steel belts winding tension** reduces compound movement
- **Low steel belts winding tension** creates more flexibility and therefore higher energy absorption.
- **Higher steel belts winding tension** ensures maximum and uniform pressure of the footprint area.



Each zone offers the maximum benefits at every lean angle for ideal mileage and grip



THE GREEK PI: *Symbol of the perfect tyre*



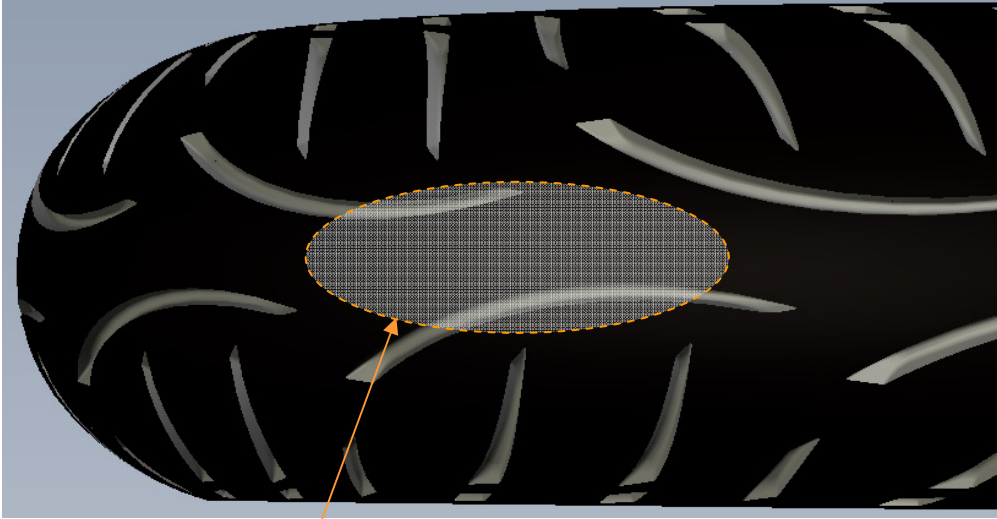
- $2\pi r$ – the perfect geometric formula
- Effective on wet
- Patented solution for a new riding feeling
- Look

Patented



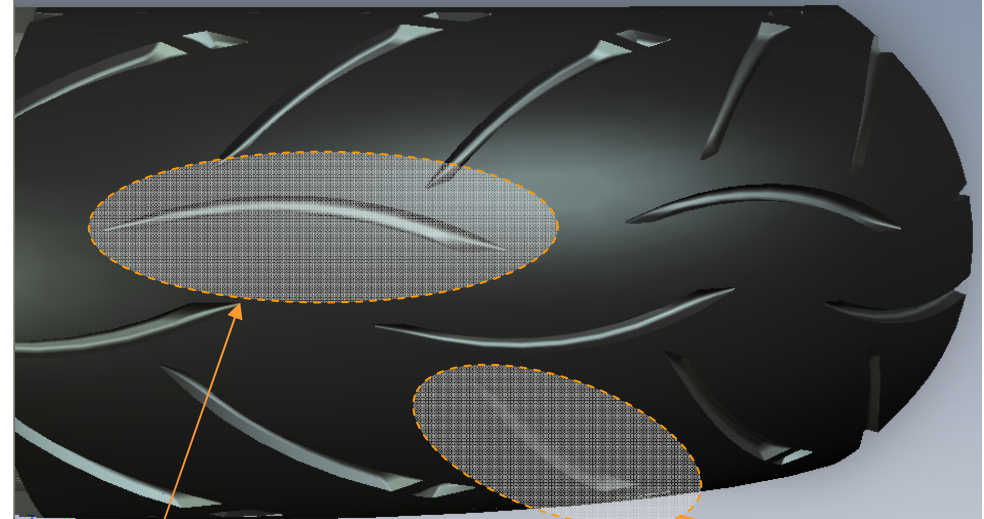
TREAD PATTERN DESIGN: *Enhanced drainage at every lean angle*

■ Front ←



Two grooves always in contact patch: drainage and stability

■ Rear ←



One groove is able to ensure wet performance in 70% of wet riding conditions

Variable width accelerates water flow

Patented

THE PERFECT ALL-ROUND SUPERSPORT TYRE

Front

120/70 ZR 17 M/C (58W) TL

120/60 ZR 17 M/C (55W) TL

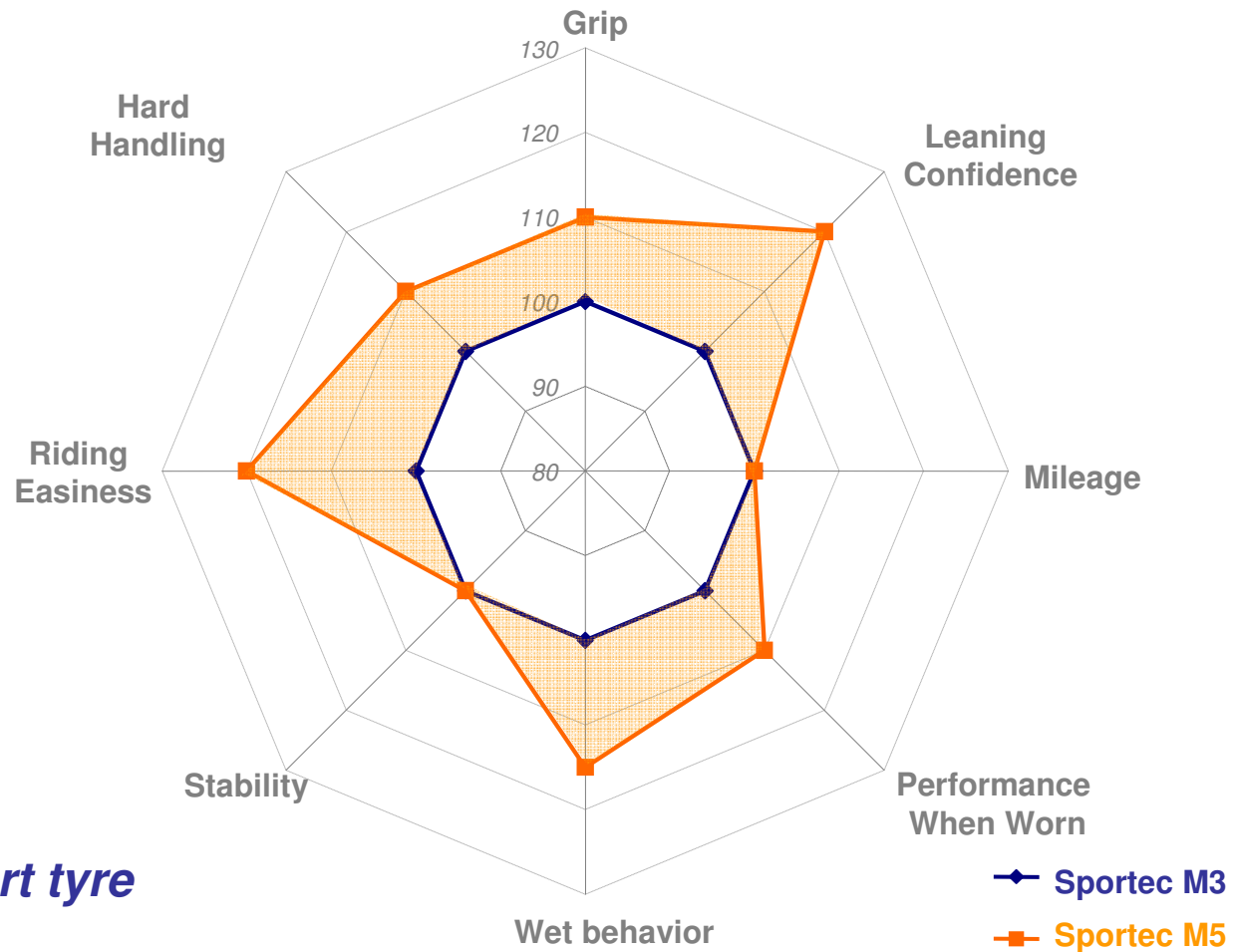
Rear

160/60 ZR 17 M/C (69W) TL

180/55 ZR 17 M/C (73W) TL

190/50 ZR 17 M/C (73W) TL

190/55 ZR 17 M/C (75W) TL



The perfect all-round supersport tyre

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