



DEALER TRAINING MANUAL

FOR THE

AZ 610

***All Season Touring Tire Designed for Today's
SUVs and Crossovers***



- Atturo Tire was launched in 2009 with the AZ800 in 10 popular sizes.
- Atturo is focused on the SUV, LT, and Crossover markets.
- Atturo offers value with quality levels similar to Korean or Japanese tire brands at affordable price points.
- Atturo tires are distributed globally in over 30 countries.





- All season touring tire for SUV and CUV
- Made in Thailand.
- 60,000 mile tread-life warranty
- 16-20" sizes
- H&V Speed Ratings
- Primarily OE Replacement
- UTQG 520 AA
- Built for the fastest growing segment of the vehicle market

AZ610



The AZ610 is a Performance Touring Tire Designed for All-Seasons.

Atturo Tire announces its new touring tire designed for today's SUVs and crossovers - the AZ610! As the newest addition to our AZ-series of performance tires, the AZ610 will combine a smooth, quiet ride with all-season performance qualities.



AZ610 Design Features:

- Highway use tread design computer-optimized for comfortable ride and all-season performance.
- Sizes available for original equipment fitments for both SUV and Cross Over vehicles.
- Four center grooves channel water and reduce hydroplaning.
- Rounded shoulder tread ensures smooth handling.
- Multiple sipes across the tread enhance traction in rain and snow.
- Rim guard provides protection against curb damage wheels.



AZ610 Optimized:

The cross over and small SUV segment is the fastest growing area of the vehicle market. Replacement tire demand for these vehicles is set to explode over the coming few years. Atturo's AZ610 is ready to meet the need with a tread pattern that is capable of performance in all seasons.

The stylish sidewall matches the angular design trends in modern examples of these vehicles, making it a perfect tire for OEM replacement. The variable-pitch tread pattern is optimized for a smooth and quiet ride.

The other exceptional value inherent in the AZ610 is the brand-new 60,000 mile tread life warranty - the longest warranty in Atturo history.



Don't Forget:

- Tell your customers about finding their **Optimum Tire Pressure**.
- About the **Limited Warranty Terms and Conditions**.
- About **Registering their Tires**.
- About all of the informative videos we have on **YouTube**.
- About liking us on **Facebook** , **Twitter**, and **Instagram**.

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