

# The Federal Difference



## Technology

State-of-the-art design, compound and construction provide optimum road grip in wet and dry conditions while maintaining a quiet ride. The latest example is Federal's Total Tyre-Tech Integration Concept (TTIC), a revolutionary 3-in-1 theory that combines breakthroughs in belt construction, bead reinforcement and tread to create stronger, safer tyres that optimise performance.



## Complete Peace of Mind

Your customers can enjoy peace of mind knowing that great quality tyres are between them and the road every time they get behind the wheel. Federal Tyres offers a Lifetime Replacement Warranty on every Federal tyre in our range: this means that if your customers experience any manufacturing faults during the lifetime of the tyre (60 months from date of purchase or worn to 1.6mm of tread), we'll replace it with a new one. See page 32 for full warranty information.



## Innovation and Award-Winning Excellence

Federal Tyres has been awarded and accredited worldwide for innovation since 1954. It has been awarded multiple times for excellence in manufacturing and quality management, including Quality Awards from Ford, Honda and General Motors, the Ishikawa Quality Award for excellence in tyre quality and the Taiwan Excellence Award in 2006 and 2012.



## Ideal for Sports Performance Drivers

Federal takes motorsport-level performance to the street with state-of-the-art tyres designed to meet and exceed the highest of international quality standards.

Australia's best value performance tyres offer drivers crisp steering response, optimum road grip and more. Drivers who are passionate motorsport enthusiasts will be aware of this product's credibility in racing circles.



## Retail and Aftermarket Focused

Federal Tyres are not produced for the original equipment (OE) industry. This ensures the focus can be kept on making quality products rather than meeting a vehicle manufacturer's budget requirements.

