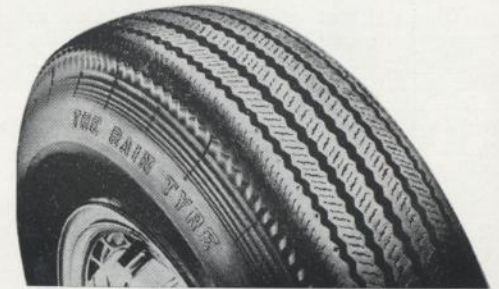


UNIROYAL

NEWS

magazine of
UNIROYAL LTD.



The tyre
that will
stop you
shorter,
safer.

pounds building a new tyre manufacturing facility at Newbridge, near Edinburgh—the most modern of its kind in the world—and from this factory in the years ahead will be emerging tyres of the most modern designs to put our tyre range alongside its major competitors in this market who are comparable in size in the world markets.

"I want to tell you particularly what Uniroyal has done to put itself at the top of the Passenger Tyre Market. When I say 'at the top' I mean that the Uniroyal Passenger Tyre in future will be sold at prices level with its major competitors. We have no illusions that to do this requires a top product, and more particularly, a top selling presentation.

Designed for Important Market

"Being Uniroyal, we did not design our Passenger Tyre in any conventional way. We first took a careful look at the tyre market. Did I say 'No conventional way?' Well, you can look at the tyre market as just a mass of cars, an indistinguishable mass that makes up a tremendous potential of course for original equipment and replacement tyres.

"We believe that tyre design has to be much more specific. Cars are designed for people—and for different types of people—and we are concerned with designing tyres for people—and not just for cars. These are the great mass of people that make up the motoring public.

"Now the needs of people—or consumerism—has not been studied as closely in the tyre market as it will need to be studied in the future. We have done it here at Uniroyal, and we have tried to design a tyre that people require.

"We are concerned with that group—by far the largest in terms of numbers of people, and in terms of the money they spend on tyres—who are the safety conscious men and women, whether they be representatives covering enormous mileages a year, or the family people in the family car. 47 per cent of all British motorists fit into this category. 47 per cent of all tyre sales to motorists are made to people like these.

"If these people can purchase maximum safety in a tyre without having to pay more money for it, and can convince themselves that

by reason of the tyre's research and its construction that they have a safety tyre on which they can rely for themselves and their families, they are going to buy it.

(Continued on back page)

* * *
Ken Lowery, General Sales Manager of the Tyre Division, who chaired the Sales Conference. On right, behind him, on the screen, is the Target Man, basis of the marketing approach by Mr Wallis.

The rain tyre Because you never know when it's going to rain

Debut at International Motor Show

NYLON CONSTRUCTION — NO INCREASE IN COST

When Uniroyal planned the most modern tyre plant in the world for its 100 acre site at Newbridge, Midlothian—part of a £7 million expansion programme—a new range of tyres was also planned.

This is The Rain Tyre, which was revealed to our Sales force on 25th September, had its trade debut at a special dealer presentation in the Royal Lancaster Hotel, London, on the following day, and is due to have its first public showing at the International Motor Show at Earls Court, London, 18th to 28th October.

Guaranteed Uniformity

The coming on stream of the Newbridge tyre factory coincided with the advent of the new Rain Tyres, thus enabling the tyre designer to take full advantage of the most advanced equipment and manufacturing techniques to produce a tyre of high quality and absolute uniformity. In the most modern of tyre plants — more automated than any other in Britain today—uniformity is guaranteed by automatic mixing equipment for the compounds, while automatic controls on tyre calenders and building equipment ensure the manufacture of a tyre to the design standards of uniformly high quality.

Features of the Uniroyal Rain Tyre are 5 or 6 rows where the row proportion is designed to give even wear and high mileage; small buttresses between rows prevent groove closure for stability in cornering and assist drainage in the wet; full depth sipes angled to give traction and sideways skid resistance that last throughout the life of the tyre; sipe pattern spacing designed for minimum noise level; round shoulders that give stability and safety, minimises nibbling when passing over longitudinal obstructions such as concrete strips.

The carcass construction of The Rain Tyre is nylon for long life, low heat build-up and high speed safety. Its tread compound was specially designed to give grip when it's most needed—in the wet. For the safety-conscious driver The Rain Tyre will stop you shorter than any other conventional tyre—5 ft. shorter at 30 m.p.h.; 14 at 50.

Uniroyal's tyre engineers set out to provide the car driver with the maximum of road safety in wet weather, performance still better on dry roads, but The Rain Tyre is only as good as you allow it to be. No more. To pretend differently would be dangerous—and danger is what The Rain Tyre is out to avoid. Uniroyal's concern for road safety is evident in every constructional feature of the new Rain Tyre.

NEW MARKETING APPROACH

At the Royal Lancaster Hotel, London, V. M. Wallis, Managing Director—Marketing, announced important tyre developments at a reception attended by close on 700 distributors and dealers,

"This is a very important day in the history of Uniroyal in the U.K., and particularly to the Uniroyal Tyre Division.

"It is important, because from hereon forward—Uniroyal—the third largest Rubber Company in the world—will be equipped in the U.K. with a range of tyres which reflects Uniroyal's future status in this market.

"As you know, in the past two or three years Uniroyal has been spending some millions of



V. M. WALLIS

