

Continental 
The Future in Motion

**Own the road,
no matter what terrain.**

The new
CrossContact™ ATR.

New TractionPlus+ Technology ensures:

- › Additional off-road traction and grip
- › Increased wet traction and braking on slippery roads
- › Improved overall durability
- › Substantial road noise reduction

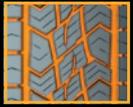


TRACTIONPLUS+
TECHNOLOGY

Access all areas.

TractionPlus⁺ Technology for SUVs, pickup trucks and off-road vehicles.

Technical highlights.



Additional off-road traction and grip.

The open tread pattern of the new CrossContact™ ATR maximises the edges and the contact area which provides additional off-road traction. Further traction grooves with gripping teeth prevent the loose surface from sliding through the tread grooves. That way the tyre gets more grip.



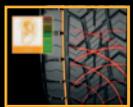
Increased wet traction and braking on slippery roads.

Thanks to the Silica Tread Compound, the polymer structure is able to grip on slippery roads. In addition, the new design of the highly siped pattern improves the water displacement resulting in increased grip for exceptional traction and shorter braking distances under wet conditions.



Improved overall durability.

Large tread blocks and the tough tread compound minimise the stone retention and resist cutting and chipping which leads to excellent durability.



Substantial road noise reduction.

The innovative design of the new CrossContact™ ATR with noise blockers blocks the sound waves leaving the tyre's centre. This technology ensures reduced road noise for a smooth and quiet ride.

Tyre application.



Tyre dimensions.

Tyre width in mm	Tyre cross section	Rim size in inches	Speed symbol
205-275	Series 40-80	15-20	T/H/V/W