



NEWS

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Radar Tyres expands the Dimax Winter range by adding another 32 SKUs, bringing the total number to 85

Radar Tyres is ready for the winter season with a significant expansion of the **Dimax Winter** range. Since its [launch in 2024](#), the Dimax Winter range has more than doubled, from 41 to 85 SKUs, now available for order. Designed for a wide range of cars and SUVs, including electric models, the Dimax Winter now ranges from 14 to 21 inches in rim diameter.

"We are very satisfied with the balanced performance and the excellent reception that the Dimax Winter has received from customers and end users. The excellent winter performance and tire mileage are qualities that motorists really appreciate, so the expansion of the range was a natural step," says **Olli Seppälä**, Global Head of Research and Development at Omni United.

The Dimax Winter was designed by Omni United in collaboration with the renowned design studio GFG Style, led by legendary automotive designers Giorgetto and Fabrizio Giugiaro. It has been extensively tested in collaboration with UTAC at their laboratories and test tracks in several countries, ensuring the highest standards of performance and reliability.

The Dimax Winter is equipped with the **Inari Silica** compound, optimized to offer exceptional performance in the wet, low rolling resistance and long durability even in extreme winter conditions. Its unique tread design maximizes grip on snow and mud, while maintaining stability on dry and wet roads. The tire includes the following additional features:

- **Aqueduct** grooves are ultra-smooth, shiny channels that help effectively evacuate water and mud from the tread, reducing the risk of aquaplaning and improving safety.
- **Connect Support** technology is an innovative structural element integrated into the tire tread design, which provides full support to all tread blocks, from shoulder to shoulder, ensuring tire integrity, precise steering and safety in extreme driving conditions.
- **Circle of Treadlife** is an exclusive safety feature that indicates the residual tread depth.
- The **Smooth Velvet Sidewall** shoulder technology features an ultra-shrink protrusion that improves the aerodynamic resistance coefficient of the tire and is easy to clean.
- Compatible with electric vehicles: the **EVC marking** easily indicates that the tire meets the requirements (weight, rolling resistance and noise) of electric vehicles.

