

Radar expands Dimax winter tyre range

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Radar has added an additional 32 SKUs to its winter tyre range, taking the total number to 85. Since its launch in 2024, the Dimax Winter range has more than doubled from 41 to 85 SKUs, now available to order. Designed for a wide range of passenger cars and SUVs, including electrified models, the Dimax Winter has reported earned recognition for its “excellent winter performance and impressive mileage”:

“We are very pleased with the balanced performance and strong reception Dimax Winter has received from customers and end users. The tyre’s excellent winter performance and mileage are qualities drivers truly value, so expanding the range was a natural next step”, said Olli Seppälä, Global Head of R&D at Omni United.

The Dimax Winter has been designed by Omni United in collaboration with design house GFG Style, led by automotive designers Giorgetto and Fabrizio Giugiaro. In addition, it has been extensively tested in collaboration with UTAC at their laboratories and test tracks in multiple countries.

The Dimax Winter features the Inari Silica Compound, fine-tuned to deliver wet performance, low rolling resistance, and high durability even in harsh winter conditions. To that end, the tyre features: Aqueduct Grooves, “ultra-smooth and shiny channels which help in efficiently evacuating water and slush from the tread”; Connect Support Technology to reinforce tread blocks from shoulder to shoulder; Circle of Treadlife – a novel tread depth indication system; and a smooth velvet sidewall to “improve the tyre’s air drag”.

The tyres are also said to be electric vehicle compatible, bearing an EVC marking that “easily identifies that the tyre” as meeting the weight, rolling resistance and noise demands of EVs.

With the addition of 32 new SKUs, the Dimax Winter range is now available to order in 85 SKUs, ranging from rim diameters 14 to 21 inches.