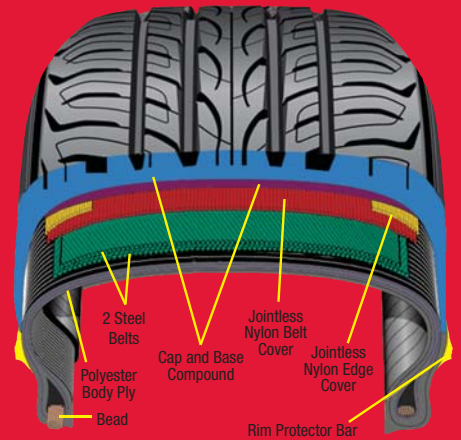


AVID[®] ENVigor[™]

We Didn't Just Raise The Bar On Performance; We Created A Whole New One.

When we set out to create the most complete performance tire available, we didn't stop until we achieved an unprecedented blend of performance, fuel efficiency, comfort and treadlife. The result is a tire so forward in its capabilities, it's leading the industry into an entirely new category—Grand Performance.

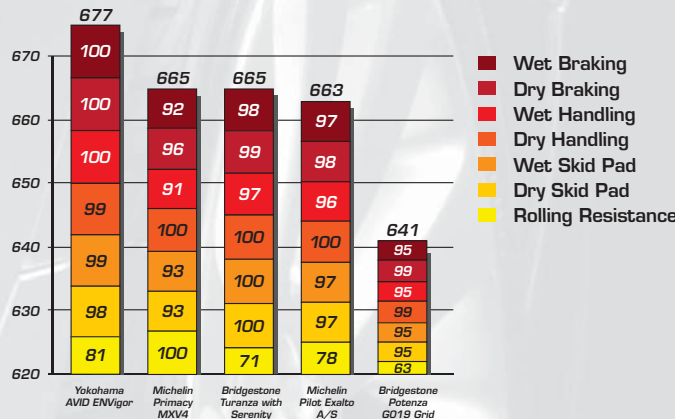
GRAND PERFORMANCE The ideal blend of all-season performance, ultra-low rolling resistance, smooth comfort and long treadlife.



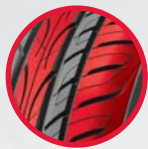
Construction may vary by size and/or speed rating.

The Most Complete Performance Tire Ever Created.

Competitive testing shows that the AVID[®] ENVigor[™] is the best all-around performance tire on the road. While some tires may excel in one category, only the AVID ENVigor is a consistent performer across categories.



Confident All-Season Performance



UNIBLOC SHOULDER & TAPERED CENTER RIB

Provide enhanced stiffness for improved handling on wet and dry roads.



ANGLED GROOVE WALLS & ADAPTIVE 3D SIPES

Help resist hydroplaning and maintain winter and water traction over the life of the tire.

Long Treadlife



OPTIMIZED CONTACT PATCH

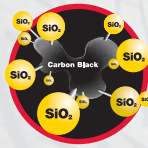
Maximizes road contact for long, even wear while minimizing rolling resistance by reducing the friction of the cap compound.



GROOVE-IN-GROOVE TECHNOLOGY

Creates tiny slits inside groove walls to help distribute stress loads to reduce uneven wear and enhance stiffness.

Excellent Fuel Efficiency



ADVANCED SILICA COMPOUND

Delivers ultra-low rolling resistance for increased fuel efficiency, without sacrificing treadlife, comfort or grip on dry, wet or snow-covered roads.

Enhanced Comfort



SIX-PITCH TREAD VARIATION

Separates the tread blocks into six size and shape variations, which are strategically staggered around the tire to reduce pattern noise.

UNIQUE PROFILE

Engineered to deliver a smooth, comfortable ride.

For Vehicles Mentioned Below and Many Others:

- Acura ILX, RDX, TL, TSX
- Audi A3, A4, A5, A6, Q5
- BMW 1, 3, 5, 6, 7 Series
- Buick LaCrosse
- Cadillac CTS, SRX
- Chevrolet Cruze, Impala
- Chrysler 200, 300
- Dodge Challenger, Charger
- Ford Focus, Mustang
- Honda Accord, Civic
- Hyundai Genesis, Sonata
- Infiniti EX, FX, G, M
- Kia Forte, Optima, Rio
- Lexus ES, GS, IS, LS, RX
- Mazda 3, 5, 6, CX, MX-5
- Mercedes C, E, ML, S, SLK
- Mini Cooper
- Mitsubishi Eclipse, Lancer
- Nissan Altima, Maxima, Sentra
- Scion FR-S, xB, tC
- Subaru BRZ, Forester
- Toyota Camry, Prius, Venza
- Volkswagen Golf, Jetta, Passat
- Volvo C30, C70, S60, XC60

Yokohama 30-Day Performance Promise:

- Test drive AVID ENVigor for 30 days. If not completely satisfied, bring them back for a full refund. See dealer for complete details.



Assurance of Value:

- H, V, W Speed Rated
- UTQG 560/A/A
- Limited Treadwear Warranty
 - 60,000 Miles on H, V Speed Rated
 - 45,000 Miles on W Speed Rated



