

## **Sumo Firenza SV053**

### **Sumo Firenza enter the light commercial market with the SV053**

Having firmly established themselves in the past few years as a respected manufacturer of quality tyres at competitive prices in the PCR, UHP and truck sectors of the UK market, Singapore based Sumo Firenza has recently announced a new progressive phase in its ongoing product base development with the launch of the all new SV053 pattern specifically for the light truck and van market.

Like all other Sumo Firenza tyres, the SV053 has been expertly manufactured in the Far East incorporating the very latest Japanese technology and offers a number of important features including excellent grip in wet conditions, a high mileage tread pattern, a quiet and comfortable ride level and also provides full European dimensions.

The SV053 light truck range is currently available in twenty-one size options from 155R12C through to 235/65R16C which includes 225/65R16C, 195R15C and 185R14C and the company has the firm intention of further extending this already comprehensive range in due course.

Pat Berriman, Senior Vice President – Sales & Marketing at Sumo Firenza states, "After a very successful trial programme with selected customers in the van and light truck market sector, we are now entering this highly competitive market with full confidence that this tyre will offer exceptional benefits to the end users."

Sumo Firenza is gathering momentum as a leading player in the UK market in PCR, UHP, Truck and now light commercial tyres.