

New Tread pattern, State-Of-the-Art Rubber Compound - Barum Launches Bravuris 6

Hannover, Germany, January 29, 2025. With the Bravuris 6, Barum launches a new summer tire. During development, the tire brand focused on good dry performance, high mileage combined with low rolling resistance and external noise.

Asymmetrical tread pattern for precise handling

Barum Bravuris 6 has an asymmetrical tread pattern with three or four central grooves depending on the size. The block structure with surface elements in the center ribs ensures high dry performance while maintaining good wet performance. The larger contact area and increased tread stiffness compared to the previous model enable optimized force transmission, more precise handling and shorter braking distances. Another positive effect of the new tread design is the quiet and comfortable rolling noise.

To ensure safety on wet roads, the tire's designers have incorporated wavy step elements in the transverse grooves of the tread blocks on the sides of the tire. These elements act as "reservoirs" that drain water from the tire's contact patch more quickly to prevent aquaplaning.

New rubber compound for greater mileage and energy efficiency

The mileage of the Bravuris 6 is optimized by a newly developed tread compound. Combined with the optimized tread design and the harmonious sipe layout, it is the basis for reduced abrasion and therefore a longer service life - combined with longer driving pleasure.

At the same time, the new tread compound reduces rolling resistance. This has a positive effect on the range of electric vehicles and reduces the fuel consumption of vehicles with internal combustion engines. The Barum Bravuris 6 also carries the EV Compatible logo on the sidewall to show its suitability for all types of vehicles.

Wide range of sizes

The Bravuris 6 is now in stores in several sizes, many of which are equipped with an increased load index XL. By the summer of 2025, more than 70 sizes will be available, ranging from 14 to 20 inches in widths from 175 to 275 millimeters and cross sections from 70 to 35 percent. These include sizes suitable for SUVs and the growing number of electric cars on the market. For example, the new Barum Bravuris 6 fits the Audi A3 or the VW ID.3.

Drivers of BYD with the Seal U or MG with the Model 5 will also find their perfect summer tire with the Bravuris 6. More dimensions will be added to the portfolio soon. The Barum Bravuris 6 will be available in about 150 sizes in 2027.

On the EU tire label, the new tire is consistently rated "B" for wet grip and "B" for rolling resistance and rolling noise in almost all sizes.

Barum

Founded in 1948 and based in Otrokovice, Czech Republic, the Barum tire brand has been part of Continental AG since 1993. Since then, the brand has benefited from the experience, expertise and research capabilities of the German premium tire manufacturer. Today, Barum is one of the leading manufacturers of car, truck, bus and industrial tires in Europe.

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