## ?Automotive Answers?

(NAPSA)—When it comes to the driving habits of the American public, the way the rubber meets the road is changing.

For example, what we drive has changed. Light trucks, such as SUVs, pick-ups and minivans, are poised to outsell passenger cars for the third consecutive year. In the past decade, sport utility vehicles (SUVs) have gone from being modified pickup trucks designed for sportsmen to the primary vehicle for tens of millions of American families.

Tires, which play such a critical role in overall vehicle performance, have also changed dramatically. In the past, SUV owners were forced to choose between passenger tires that delivered longer wear and a comfortable ride or light truck tires that provided rugged looks, durability and traction in adverse off-road conditions.

The new Uniroyal Laredo Cross Country is a prime example of how tire companies are eliminating this compromise by designing tires specifically for SUVs.

During a comprehensive twoyear development process, the manufacturer's engineers considered how all the elements of tire design could be improved to create a tire specifically for SUVs including the structure, tread pattern and the makeup of the rubber compound itself.

Prototypes of the tire were designed on computer, and potential stresses on internal and external components of the tire were repeatedly tested in the laboratory and in real world conditions on test tracks.

Backed by a 60,000-mile treadwear limited warranty, the tire is said to deliver outstanding wear, a



Tires like the Uniroyal Laredo Cross Country are designed specifically for SUVs.

smooth, comfortable ride, and dry and wet on-road handling that drivers can depend on. At the same time, its rugged construction and full tread depth provide solid off-road capabilities.

"Before designing the Laredo Cross Country, we talked to SUV owners to find the exact attributes they were seeking in an SUV tire," explained Uniroyal brand director Tim Jamison. "We're confident that our new tire delivers on all counts—outstanding wear, ride comfort and handling at an affordable price."

The tire is available in 14 sizes, fits a broad range of today's most popular SUVs and pickups, including Ford Expedition, Explorer, Escape and F150/250; Chevrolet Suburban, Tahoe, Blazer, Trailblazer, Silverado and others.

To learn more, visit the Web site at www.uniroyal.com.