



# **ADVAN** ***FLEVA*** ***V701***

***QUIET ACHIEVER***



Wet



Handling



Silence

# Cool & Attractive Design

A direction pattern offers an attractive and aggressive look

## Lightning-Shaped Straight Groove

The main groove have more edge components through a lightning-shaped design. In addition to the improved traction this delivers excellent hydroplaning resistance.

## Wide Sword Groove

The lug grooves have more edge components. The non-penetration lug groove increases block stiffness and enhances the direct feeling of handling.



## Directional Tread Pattern

Features a directional tread pattern with more edges facing the road surface.

A direction pattern offers and attractive and aggressive look.

## Claw Grooves

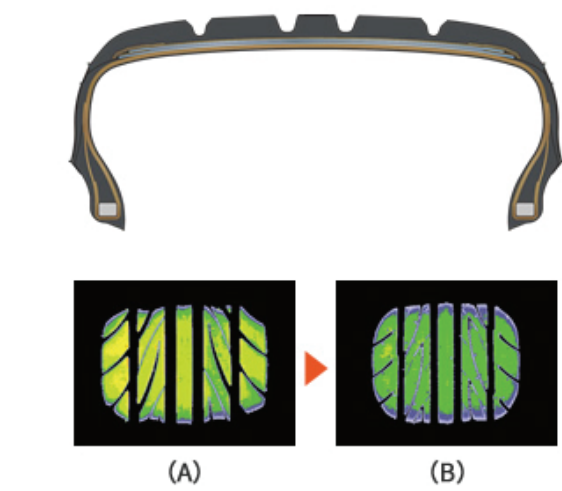
The claw grooves push aside water at corners.

The groove design increases effective groove length.

# Emotional Handling

## Most advanced ADVAN profile

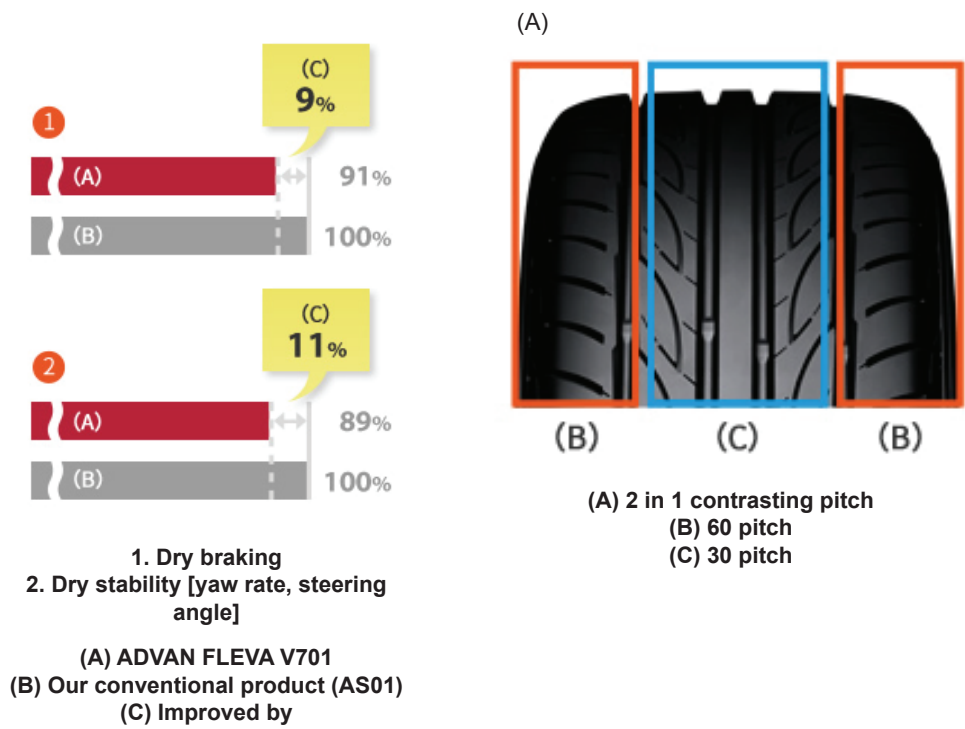
- Profile adapted from the ADVAN Sport V105.
- Improvement of the steering stability by high speed range requested by European car manufacturer.
- Improvement of optimization of the ground contact.



(A) S.drive AS01 (B) ADVAN FLEVA v701

## Differentiating between the pitch layout for the shoulder and center

- Increased tread pattern stiffness realizes a more direct feeling to handling.
- Optimized ground contact area.
- Reduces tire noise, and enhances ride quietness.



# Extreme Wet Grip

## Directional pattern enhances water evacuation

Expels water when driving on wet roads and improves drainage.



(A) Claw groove (B) Wide sword groove (C) Lightning-shaped straight groove

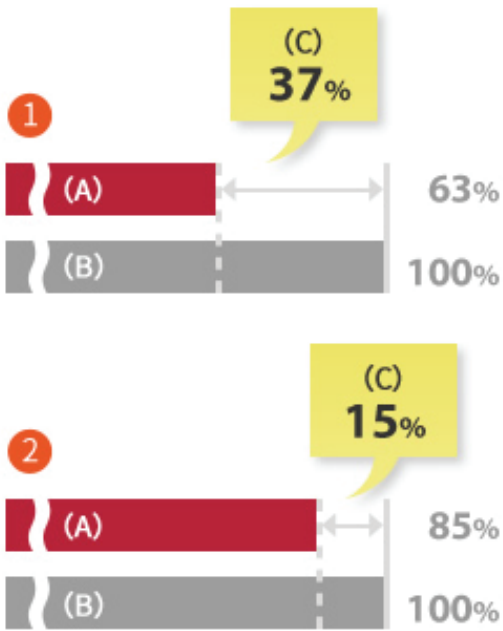
# Low Noise Sport Tire

## Non-penetrating lug groove pattern increases overall performance. In contrast to the main groove, the non-penetrating lug grooves increased performance in a variety of ways.

- Suppresses popping noise for a quieter ride.
- Suppresses heel & toe friction, as well as noise caused by tire friction.
- Increases block stiffness & enhances the direct feeling of handling.
- EU grading up to C/A.



(A) ADVAN FLEVA V701  
(B) Our conventional product (AS01)  
(C) Noise energy reduction rate:



1. Pattern noise 2. Road noise