



MatraX Tyres Set To Debut Its Products To The European Market At Tire Cologne Trade Fair

MatraX Tyres is one of the latest tyre companies debuting their own line of quality tyres for all kinds of vehicles. The brand's lineup includes summer, off-road, as well as all-season tyre products for Europe, the Middle East, and other markets.

MatraX Tyres is a Portuguese tyre company with a global presence. It was founded by the Alves Bandeira Group in 2021, known as one of the biggest business groups currently operating in Portugal with a vast tradition of over 50 years. Known for its rigid quality control and innovative technology, the brand keeps its tyre production in line with the latest safety standards. Manufacturing high-quality tyres for sports cars, SUVs, 4x4, UHP and PCR lines, the MatraX tyre compound is designed to suit every need.

"The spirit of innovation, design, safety, and trust, have a strong influence on the driving performance of the MatraX tyres," as stated on their website, is the slogan that applies to all of their tyre models and their unique features. Speaking of which, MatraX Tyres is manufacturing tyres in three main categories: Ultimate Performance, Premium Touring, and Adventure & Exploring.

The company claims that its tyres are manufactured with attention to detail, ensuring a low-noise rolling behavior and reduced rolling resistance. Moreover, the true innovative drive can be witnessed through MatraX's slogan which is "Driving Performance" – vocalizing the unique symphony of the MatraX tyres.

"The brand new MatraX tyres are the perfect answer to what every driver needs from their tyre, which is quality, reliability, and comfort. We develop each tyre in line with an extensive set of technical measures and safety standards," the company said in a statement.

Particular attention is paid to comfort for all vehicle drivers, and MatraX believes that its technology is optimized to cope with the unique characteristics of all modern vehicles.

"We look forward to showing the unique quality that MatraX Tyres brings to the European market at the forthcoming trade fair for the tyre industry Tire Cologne held in Germany this May," the statement reads.