



MatraX Tyres: A Brand Set Out To Suit Every Need

The line of tyres by MatraX is designed to cover the needs of every driver on the road. The brand is set to debut all of its models to the European market in May 2022, and their range of models is split in different categories, including tyres for ultimate performance cars, as well as models for premium touring and adventure and exploring.

With this, MatraX aims to become the go-to tyre brand for many drivers in Europe and other countries around the globe. The brand prides itself on its innovative technologies, safety standards and rigid quality control that goes in line with producing each tyre. As a result, the product range by the brand is set out to suit every specific need.

MatraX tyres are a product of a vast history in design, engineering, development, manufacturing and global distribution – something inherent to the Alves Bandeira Group, which is a leading exporter of automotive tyres, lubricants and batteries. It is also the parent company behind MatraX Tyres. The innovative drive of the founders and their predecessors is what has been moving the company and its supply chains for more than 50 years.

“Our mission is to build the best tyres and with that, exceed the expectations of every driver. We want to show our customers how devoted we have been in our tyre engineering and sustainable manufacturing practices,” said André Bandeira, the CEO of Alves Bandeira International and MatraX tyres.

On the aspect of innovation, MatraX Tyres thrives on creating specific models through advanced processes and technologies, ensuring the ultimate product and driving experience. The design of the lines Urcola, Coloma, Morucha, and Veragua speaks for the high-quality features they have, both in terms of safety and performance.

“Some of the key features that apply to most tyre models include a sophisticated tread that reduces the contact noise and brings heat generation and rolling resistance to a minimum. As a result, the expected lifespan of the tyre is greater, not to mention the better driving experience,” said the company in an official statement.