



Exploring The Best Tyre Models By MatraX Tyres Debuting In Europe

MatraX Tyres is a new name on the market that is rapidly becoming popular in Europe, the Middle East, Asia and Africa. The brand enters the tyre industry with a unique vision which according to its website, is “to build the best tyres, exceed the expectations of our customers and consumers, by being world leader in tyre engineering, sustainable manufacturing, and distribution.”

Debuting its first tyre models in May 2022 at the trade fair Tire Cologne held in Cologne, Germany, MatraX wants to prove that their rigid quality control and continuous innovation is what makes their tyre lineup unique and special in many ways.

The URCOLA model is an ultra performance summer tyre for high-performance cars, coupes and sedans that brings comfort and performance on both wet and dry road surfaces. Its rigid carcass structure also makes it perfect for cornering at higher speeds, while the wide contact area ensures precision and traction.

In the next segment labeled Premium Touring, we have the MORUCHA and COLOMA. The Morucha is a high-performance tyre for luxury and performance sedans. “The MORUCHA is characterized by tyre blocks which are enclosed, and a tread that reduces the contact noise, ensuring a comfortable ride. It is performing great on all surfaces, and has undergone extreme testing on slippery roads, producing amazing results,” said André Bandeira, the founder of the company.

On the other hand, the COLOMA line is meant for small and compact city cars, as well as sedans. The model has impressive noise cancelling features and a smoother tread that absorbs the roughness of the road in a better way.

Finally, the VERAGUA line is what MatraX Tyres brands as the one perfect for adventures and exploration. At the same time, this model is optimized to fit mid and large size SUVs and crossovers, as well as 4WD vehicles and light trucks. The all-season aspect of the VERAGUA makes it one of the most popular models, and its tested performance on rugged terrains proves its durability.

“We can’t wait to show the world our new tyres and the innovation behind each product,” the company said in a statement prior to the event in May.