



Fate presented the new UHP tire line designed by Pininfarina

It is also the first one with "Green System" technology produced in Argentina



Turin, November 18th, 2011 - **Fate**, the leading producer of tires in the country, presented **Eximia by Pininfarina**, the first tire for high-end cars of the new Ultra High Performance (UHP) line **designed by Pininfarina** and produced locally by Fate to meet the highest standards, both in terms of safety and comfort of handling.

It is a balanced tire with an excellent grip on dry and wet roads, which stands out by the exquisite asymmetric design of the tread pattern. It will cover the entire range of luxury cars up to 18" wheels, giving its users access to the finest of international design. It also

has the new "Green System" technology, framing it in the so called green tires that are characterized by a low resistance to rolling and reduced CO2 emissions.

Paolo Pininfarina, Chairman of Pininfarina, said: "This project is the result of a two-year work along which the two Companies completed each other providing the best of their expertise, Pininfarina in the design field and Fate in product engineering. We think that this project should be the first of a long series, aiming at a long-term partnership. Successful projects always arise from ideas looking into the future though never forgetting the roots: our two Companies are motivated by the continuous search for innovation".

Javier Madanes Quintanilla, President of Fate, said: "Eximia by Pininfarina combines the technology and innovation that Fate applies to all its products with the finest international design, marking this new milestone in the history of our company and positioning us in the vanguard of the international tire industry". He added: "This new product kicks off a broad line of UHP tires produced by Fate".

Fate is the number one producer and exporter of tires in Argentina. With the most advanced technology, it produces tires for cars, vans, trucks, buses, tractors and road machinery. Fate is also the leading supplier of automotive companies that produce in the country.