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### More miles equals more smiles for **Bedford** motorcyclists

Motorcyclists in Bedford choosing to upgrade to the new Dunlop Sportmax SportSmart tyre for the 2010 riding season will experience a tyre that has finally made the jump from concept to reality. A combination of Dunlop-developed technologies has produced an ideal rider's package of strong grip, reassuring stability and precise feedback with the valuable bonus of slow wear rates.

The SportSmart, which recently arrived at **Bedford Wheels**, was found to provide between 20% and 40% better mileage than its rivals in independent testing conducted by Dekra in January 2010. The tyre – a culmination of the British tyre manufacturer's road and motorsport experience – has created a new benchmark in handling and confidence, irrespective of road conditions.

It is designed to deliver the highest levels of performance, while also putting in the hard touring miles. Featuring Dunlop's Multi-Tread (MT) compound, the tyre blends durable rubber in the centre of the tread with a more 'grippy' compound on the tyre shoulders for flowing, consistent cornering, even at extreme lean angles.

In addition, NTEC technology allows the rider to optimise the tyre by adjusting inflation pressure. For dry track days, deflating the tyre will deliver predictable and tenacious handling on the limit. Back on the road, re-inflating to the manufacturer's recommended pressures will reward the rider with class-leading levels of grip and performance. Teamed with SportSmart's JointLess Belt construction, the tyre provides the additional benefits of supple shock absorption and enhanced riding comfort on longer rides.

"We are extremely proud of what we have achieved with SportSmart," says Lisa Faulkner, Dunlop UK Motorcycle Manager, "and we think that we might well have reinvented the sports motorcycle tyre with this product. We believe that this is the tyre that riders would design for themselves if they had the required resources, technology and experience."

The tyres will be available at Bedford Wheels in the following sizes:

Size	Tyre	Front/Rear
120/60ZR17	Sportmax SportSmart	Front
120/70ZR17	Sportmax SportSmart	Front
160/60ZR17	Sportmax SportSmart	Rear
180/55ZR17	Sportmax SportSmart	Rear
190/50ZR17	Sportmax SportSmart	Rear
190/55ZR17	Sportmax SportSmart	Rear

***For further information, road testing opportunities and high-resolution imagery, please contact Jenna Lakhdari on 01652 680060 or email [jenna@rbpinternational.com](mailto:jenna@rbpinternational.com)***

**Notes to editors:**

Dunlop is one of the world's leading manufacturers of high performance motorcycle tyres with an impressive track record of motorsport success. Dunlop's extensive racing experience is built upon the constant development of innovative technologies to design and produce tyres for everyday riding. With an unceasing desire to maximise riding pleasure, Dunlop offers maximum performance and durability of the latest tyre technologies.

Many of the world's leading motorcycle manufacturers fit Dunlop tyres as standard. These include, Aprilia, Benelli, BMW, Buell, Derbi, Ducati, Harley-Davidson, Honda, HRD, Husaberg, Husqvarna, Kawasaki, KTM, MV Agusta, Peugeot, Piaggio, Suzuki, Vertemati and Yamaha.

Please visit [www.dunlopmotorcycle.co.uk](http://www.dunlopmotorcycle.co.uk) for more information about Dunlop and its products.

**You can find Bedford Wheels at:**

Bedford Wheels  
56 College Street  
Kempston  
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