



When did we first start to see beauty in things cutting through the air? When we drive cars on the land or fly airplanes in the sky, we become falcons. Our hearts leap at the freedom of having nothing in our path and we long to hear the sound that the wind makes behind us. We innocently hope that we can continue on our journey forever with just the beating sound inside us. ON THE PULSE. This is the starting point for FALKEN as we head out around the world. We will remain driven by that pure emotion and endless curiosity as we dynamically open up a path into the new era. Gunny illest extended Garrett lans hats land Metill PAGE 01



When we pursue a happy car life, an unavoidable theme we encounter is road contact, in other words, good communication between the tyres and the road. The point where the rubber and the road surface are in contact. This is where communication involving human sensibility occurs which goes beyond just the physical principles of the contact patch.

The origins of the material called rubber are in the freedom it has to change into any shape - its flexibility.

This is exactly why tyres must remain flexible on any road surface in order to enable

good communication.

Even if there is a sudden downpour of rain, the driver must be able to hold the steering wheel in a calm state.

The evaluation of tyres in the European market is particularly strict, but FALKEN tyres have earned a great deal of trust, especially regarding their performance in the wet. This is precisely because we know the wet weather of Europe so well. We can certainly say that the "rubber soul concept" exists there.

Rubber Soul Concept.

Strict testing, outstanding technology, creative manufacturing and elaborate quality standards...

All of the technologies of FALKEN are based on this original concept and these technologies run through all of our products.



AZENIS FK453

RUNFLAT

ZIEX RUNFLAT

AZENIS FK453

ZIEX **FUEL** EFFICIENCY

ALL SEASON VALUE &
PERFORMANCE

SINCERA ECONOMY & COMFORT

LINAM



PREMIUM RUNFLAT



NEO-T01, is an acronym derived in the following manner. 'N','E' and 'O' represent the words Next, Elaborate and Orb respectively, and 'T' stands for Taiyo – which means the Sun in Japanese, and also represents technology and tyre.

The digits '01' signify that the said system is the first iteration of Sumitomo's next-gen tyre manufacturing technology.



CONTROLLED BY FULL AUTOMATIC COUPLING

Fully Automatic Connected Control, which facilitates considerable weight reduction by making possible optimal weight allocation among various tyre components. This technology employs a computerised control system programmed to manage the entire tyre-formation process – beginning with the creation and processing of basic tyre elements, to their fixation to the high precision metal core, with accuracy up to 0.01mm.



METAL CORE METHOD OF CONSTRUCTION

Metal Core Process as the best feature of their newest technology, which, as a contrast, uses a metal core to achieve highest precision level, instead of the cylindrical drum used in traditional tyre manufacturing systems.



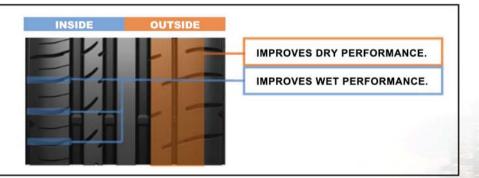
HIGH-RIGIDITY STRUCTURE

High-Rigidity Structure enables the use of stiffer hardening materials than the ones used in regular tyre manufacturing methods. Sumitomo affirms having succeeded in curbing tyre deformation at high-speeds to a great extent, with the aid of this innovation.

PRODUCT FEATURES

SPECIALIZED AZENIS FK453 RUNFLAT TYRE PATTERN

Increasing the rigidity of the tyre pattern on the outside of the tyre tread improves dry performance*4 while increasing the width of the grooves on the inside improves wet performance.



Excellent driving performance, high levels of comfort, improved safety and low weight.

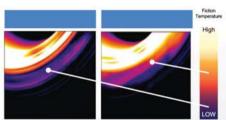
- LIGHTER AND MORE COMPLIANT TYRES TO DELIVER A MORE COMFORTABLE RIDE.
- LONG LASTING DURABILITY.

DIMPLED SIDE

The arrangement of concave/convex dimples lining the tyre's inner side produce an improved cooling effect. This reduces heat damage when driving with a flat tyre, thereby improving overall tyre durability.

performance.





Temperature Variation Image.

Utilizing a modified polymer with modifier radicals at the ends of its polymer chains that can more efficiently bond with silica, this compound reduces tire rolling resistance*4 by suppressing the generation of excess heat within the polymer. At the same time, it also improves rubber flexibility at the nano-level for an added improvement in wet

35 SERIES

255/35RF19	92Y
275/35RF19	96Y

40 SERIES

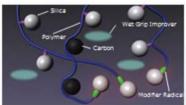
225/40RF19	89Y
245/40RF19	94Y
255/40RF18	95Y
275/40RF18	ggy

45 SERIES

225/45RF18	91Y
245/45RF18	96Y

50 SERIES

225/50RF17	94Y



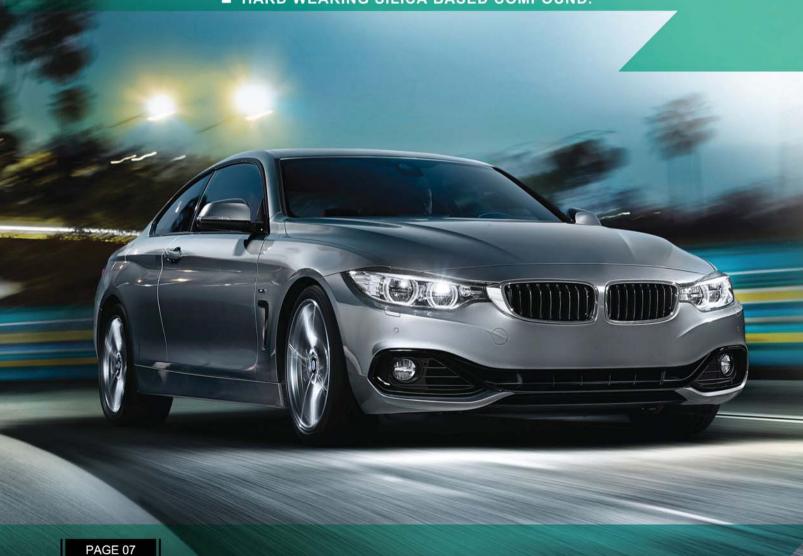




ECORUN RUNFLAT ZIESX ZESIG

Sporty, comfortable and economical excellent dry handling, wet grip and roll resistance Asymmetrical profile shoulder design and four stamped-out longitudinal grooves to guarantee maximum road grip. Perfect directional stability and superlative driving comfort.

- PERFORMANCE ROAD CAR TYRE.
- HYBRID-ASYMMETRIC PATTERN DESIGN.
- SUPERB GRIP IN WET AND DRY CONDITIONS.
- INCREASED AQUAPLANE RESISTANCE.
- HARD WEARING SILICA BASED COMPOUND.







ECORUN COMPOUND

is engineered for optimal Low Rolling capable of travelling further distances using less fuel.



FOUR WIDE CIRCUMFERENTIAL GROOVES

for hydroplane resistance and stability in wet conditions.



CHAMFERED CORNERS

provide even wear performance.



SHOULDER RIB RIGIDITY

optimizes both wet and dry handling stability especially at high speeds.

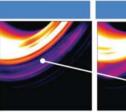


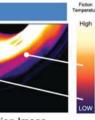
The RUNFLAT technology of these tyres dramatically improves road safety by ensuring that the vehicle does not lose control even after a blow-out. Their 'limp-home' function allows drivers to continue on the road for a distance of at least 80 kilometres at 80 km/h. In addition, there is no need to carry a spare wheel. This reduces the payload, saving fuel and freeing up space in the boot.

DIMPLED SIDE

The arrangement of concave / convex dimples lining the tyre's inner side produce an improved cooling effect. This reduces heat damage when driving with a flat tyre, thereby improving overall tyre durability.







Temperature Variation Image



Falken tyres with the ECORUN label feature optimized rolling resistance. By reducing energy loss through friction, they save on fuel consumption - good for the environment, and good for your budget.

45 SERIES

205/45RF17 84W 225/45RF17 91W **50 SERIES**

225/50RF17 94W

55 SERIES

205/55RF17 91W 195/55RF16 87W 205/55RF16 91W







ASYMMETRIC VARIABLE TREAD DESIGN

with large outside shoulder blocks, provide enhanced cornering and better braking traction while reducing tyre noise.



SILICA ENRICHED COMPOUND

designed and tested to meet the demands of European roads, the new silica based compound provides superior traction and grip for those seeking ultra high performance.



THREE WIDE CIRCUMFERENTIAL GROOVES

effectively evacuate water and significantly improve hydroplaning resistance for outstanding wet handling.



RIGID CARCASS

retains the trye profile during some of the most extreme driving conditions, helping to improve high speed stability and handling.



STEEL BELTS

offer greater tread rigidity, superior grip and high speed stability.



ADVANCED JOINT-LESS CAP PLY

increases durability at high speed and promotes long-lasting even wear.



Ultra-high-performance tyre for more grip and driving pleasure without compromising driving comfort.

- INCREASED SAFETY FOR YOUR FAMILY AND LOVED ONES.
- FOR YOUR PREMIUM CAR & LIFE.

PRODUCT FEATURE

NUR-SPEC COMPOUND

to achieve high speed handling and stability, high silica loaded Falken hard tread compound has been adopted.





FK453 Compound

NUR-SPEC CONSTRUCTION

- 1.To achieve high speed driving performance, a high rigidity new construction using with more than two nylon reinforcement layer is adopted to minimize tread profile expansion.
- 2.New round shoulder shape optimize contact pressure in shoulder area of tread.



More Stiff Construction

NUR-SPEC COMPOUND

High silica loaded loaded "adhesive" compound is adopted to make road grip strongly.



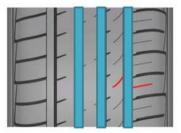
Normal Tyre



FK453 Compound

Adopting NEW Pattern

- 1. 3 wide straight groove drain water effectively.
- 2. Sipe in inside of tread maintains wet performance in very fast wear condition



More Water Evacuation

25 SERIES

285/25ZR20 93Y XL 295/25ZR20 95(Y) XL 295/25ZR22 97Y XL

30 SERIES

295/30R18 98Y XI 245/30R19 89Y XL 255/30R19 91Y XL 265/30ZR19 93(Y) XL 275/30ZR19 96(Y) XL 285/30ZR19 98Y XL 295/30R19 100(Y)XL 305/30ZR19 102(Y)XL 225/30ZR20 85Y XL 235/30ZR20 88(Y) XL 245/30ZR20 90(Y) XL 255/30ZR20 92Y XL 275/30ZR20 97Y XL 285/30ZR20 99Y XL 245/30ZR22 92Y 255/30ZR22 95Y XL

35 SERIES

215/35ZR18 84Y XL 225/35R18 87Y XL 245/35ZR18 92Y XL 255/35ZR18 94(Y) XL 265/35ZR18 97Y XL 275/35ZR18 99Y XL 285/35ZR18 101Y XL 215/35ZR19 85Y XL 225/35ZR19 88Y XL 235/35ZR19 91(Y) XL 245/35ZR19 93(Y) XL 255/35R19 96Y XL 265/35ZR19 98Y XL 275/35ZR19 100(Y) XL 285/35ZR19 99Y XL 245/35ZR20 95Y XL 255/35ZR20 97Y XL 275/35ZR20 102Y XL

40 SERIES

205/40ZR17 84W XL 235/40ZR17 94Y XL 245/40ZR17 95Y XL 255/40ZR17 98Y XL 265/40R17 100Y XL 275/40R17 98Y 215/40ZR18 89Y XL 225/40ZR18 92Y XL 235/40R18 95(Y) XL 245/40ZR18 97Y XL 255/40ZR18 99Y XL 265/40ZR18 101Y XL 275/40ZR18 99Y 225/40ZR19 93Y 235/40ZR19 96Y 245/40ZR19 98Y XL 255/40ZR19 100Y XL 275/40ZR19 101Y 245/40ZR20 99Y XL

45 SERIES

215/45ZR17 91Y XL 225/45ZR17 94Y XL 235/45ZR17 97Y XL 245/45ZR17 99Y XL 215/45ZR18 93Y XL 225/45ZR18 95Y XL 235/45ZR18 98Y XL 245/45ZR18 100Y XL 255/45ZR18 103Y XL 225/45ZR19 96Y XL 245/45ZR19 102Y XL 225/45ZR20 105Y XL 245/45ZR20 103Y

50 SERIES

205/50ZR17 93Y 215/50ZR17 91W 225/50ZR17 98Y XL 235/50ZR17 100W XL 225/50R18 95W 235/50ZR18 101W XL **55 SERIES**

225/55R17 101W XL 235/55ZR17 103W XL



The ZIEX ZE914 ECORUN is a hybrid vehicle tyre with the cost saving fuel efficiency of a Low Rolling Resistance Compound, engineered with performance in mind. This tyre features an asymmetric tread pattern with four straight wide circumferential grooves for hydroplane resistance along with a dual high rigidity rib construction, allowing good wet and dry braking stability. Sport-comfort tyre ZE914 is indeed a tyre designed with users in mind. Targeted towards small and midsize vehicles. with a size list ranging from 15-inch to 18-inch. The ZE914 ECORUN is a great tyre for enthusiasts looking to save at the pump.

- EXCELLENT GRIP.
- **LOW TYPE ROLLING NOISE.**
- **ENHANCED ROLLING RESISTANCE.**
- DESIGNED FOR SPORTS PERFORMANCE.





ECORUN COMPOUND

is engineered for optimal Low Rolling capable of travelling further distances using less fuel.



FOUR WIDE CIRCUMFERENTIAL GROOVES

for hydroplane resistance and stability in wet conditions.



CHAMFERED CORNERS

provide even wear performance.



SHOULDER RIB RIGIDITY

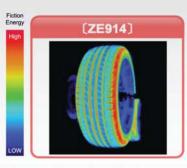
optimizes both wet and dry handling stability especially at high speeds.

Optimized Foot Print and Contact Pressure. High (ZE914)

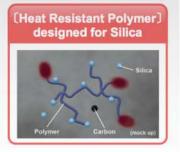
The ZE914 spreads out the contact surface and distributes the contact pressure evenly over the entire contact area, making it less susceptible to irregular wear.

Piction During Cornering. High (ZE914)

The ZE914's large shoulder blocks firmly take the load, optimizing the contact pressure and reducing wear energy.



The use of a heat resistant polymer, offering a heightened reaction to silica, increases the connecting points between the polymer and silica, preventing unnecessary heat generation by the polymer and thus reducing rolling resistance.



Compared to existing products, which continue to give off heat with the entire tyre holding heat and causing higher rolling resistance, the ZE914 minimizes heat generation leading to lower rolling resistance.

14% reduced braking distance on wet roads.



Test Conditions • Tyre Size: 205/55R16 • Air Pressure: (F)230kPa/(R)230 kPa • Load: (F)4.07kN/(R)2.35kN • Test Vehicle Displacement: 1400cc • Starting Speed: 100km/h • Road Surface: Asphalt Wet Brake Road(Water Depth: 1.0mm) • ABS: Present • Braking Distance: ZE914=50.2m ZE912=58.5m

*Test results are ultimately just test values, and may differ depending on how vehicle is actually driven.

35 SERIES

255/35R18 94W XL 265/35R18 97W XL

40 SERIES

205/40R17	84W	XL
215/40R17	87W	XL
245/40R17	91W	
215/40R18	89W	XL
225/40R18	92W	XL
235/40R18	95W	XL
245/40R18	97W	XL

45 SERIES

84V	XL
87V	XL
88W	XL
91W	XL
94W	XL
94W	
95W	
93W	XL
95W	XL
100W	XL
	84V 87V 88W 91W 94W 95W 95W 95W

50 SERIES

195/50R15	82V	
195/50R16	84V	
205/50R16	87V	
225/50R16	96W	XL
205/50R17	93W	XL
215/50R17	91W	
225/50R17	94W	
235/50R17	96W	
225/50R18	95W	
235/50ZR18	101W	

55 SERIES

185/55R15	86V	XL
195/55R15	85V	
205/55R15	88V	
185/55R16	83V	
195/55R16	87V	
205/55R16	91V	
215/55R16	97W	XL
225/55R16	99W	XL
215/55R17	94W	
225/55R17	101W	XL
235/55R17	99W	
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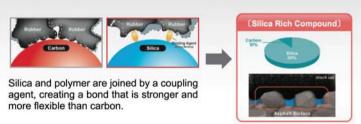
60 SERIES

175/60R15	81H	
185/60R15	84H	
195/60R15	88H	
205/60R15	91H	
205/60R16	92H	
205/60R16	96V	XL
215/60R16	99H	XL
215/60R17	96H	
235/60R17	102H	
225/60R18	100H	

65 SERIES

13 - 13 - 13 - 13 - 13 - 13 - 13 - 13 -	STATE OF THE PARTY.
175/65R15	84H
185/65R15	88H
195/65R15	91H
205/65R15	94H
215/65R15	96H
215/65R16	98H
225/65R17	102V

Silica Rich Compound and Wet Capabilities.



27% less rolling resistance compared to existing products.

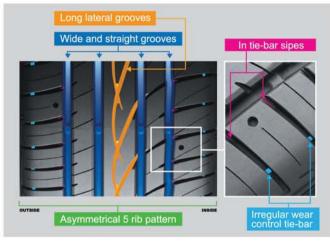
2 / / less rolling resistance compared to existing produc				
ZIEX ZE914	73 ←			
ZIEX ZE912	100			

Test Conditions • Tyre Size: 215/45R17 91W XL •Air Pressure: 250kPa •Load: 4.82kN •Speed: 80km/h •Measurement Method: Drum Tester (Force Method, Indoor Test)

*Test results are ultimately just test values, and may differ depending on how vehicle is actually driven.

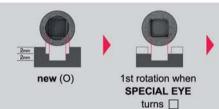


FALKEN "SPECIAL EYES"



SPECIAL EYE changes its shape as tread wears. They will alarm when rotation comes round.





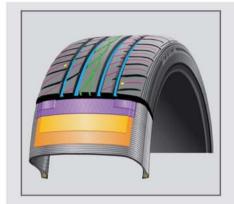


Falken has developed a new system that warns drivers about tyre wear. "Special eyes" take the guesswork out of tyres change overs with reliable indicators that are actually built into the tyres themselves. The FALKEN ZIEX ZE912 incorporates special depressions in the face of the tread, ☐ disappear that change their shapes as tyre tread reduces with wear.



The ZIEX ZE912 brings together in one tyre, technology and performance, that advances driver confidence whatever the weather condition. This tyre features large sipes encasing the tread, coupled with high volume circumferential grooves that deliver hydroplane resistance for improved wet weather performance, while its hybrid-asymmetric pattern produces better dry performance. With 93 sizes including CUV fitment, available from 14-inch to 20-inch, and speed ratings of H, V and W, the ZE912 is built to perform regardless of the condition of the road, each and every season.

- ATTRACTIVE ASYMMETRIC PATTERN TO ACHIEVE HIGHER GRIP ON DRY ROAD.
- WIDE AND STRAIGHT GROOVES TO ENHANCE WET PERFORMANCE.
- SPECIAL EYE ROTATION WEAR INDICATOR.





INFINITE SIPE SEQUENCE

increases traction in winter months while improving over all grip.



TREADWEAR INDICATORS

take the guesswork out of tyre rotations with reliable indicator that are built into the tyres themselves.



HIGH ANGLE VARIABLE CROSS GROOVES

increase tread stability while effectively evacuating water away from the contact area.



HIGH TENSION CARCASS

increases handling response and high speed stability.



STEEL BELTS

have a stronger cord, and offer better performance.



JOINT_LESS NYLON CAP PLY

increases durability at high speeds and promotes long lasting even wear.

35 SERIES

215/35ZR18 84W 235/35ZR18 90W 255/35ZR18 94W XL 265/35ZR18 97W XL

40 SERIES

205/40ZR16 83H 215/40ZR16 86W XL 225/40ZR16 85W 195/40ZR17 81W 205/40ZR17 84W 215/40ZR17 87W 205/40ZR18 86W 215/40ZR18 89W XL 225/40ZR18 92W 235/40ZR18 95W 245/40ZR18 97W

45 SERIES

195/45R15 78V 195/45R16 84V XL 205/45R16 87V 195/45R17 85W 205/45ZR17 88W 215/45ZR17 91W 225/45ZR17 94W 235/45ZR17 94W 245/45ZR17 95W 215/45R18 93W 225/45ZR18 91W 235/45ZR18 94W

50 SERIES

195/50R15 82V 205/50R15 86V 195/50R16 84V 205/50R16 87V 215/50R17 90V 225/50R16 96V 205/50R17 93W 215/50R17 91V 225/50R17 94V 225/50R18 95W 235/50ZR18 97W

55 SERIES

185/55R14 80H 185/55R15 82V 195/55R15 85V 205/55R15 88V 185/55R16 83V 195/55/R16 87V 205/55R16 91V 215/55R16 97V 225/55R16 95V 215/55ZR17 94W 225/55ZR17 101W 235/55ZR17 99W 215/55R18 95H 225/55R18 98H

60 SERIES

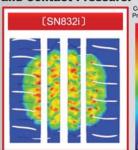
165/60R12 71H 175/60R13 77H 185/60R13 80H 205/60R13 88H 165/60R14 75H 175/60R14 79H 185/60R14 82H 195/60R14 86H 205/60R14 88H 175/60R15 81H 185/60R15 84H 195/60R15 88H 205/60R15 91H 205/60R16 92H 215/60R16 99H 225/60R16 98H 235/60R16 100W 215/60R17 96H 225/60R17 99H 235/60R17 102H 225/60R18 100H

65 SERIES

175/65R14 82H 185/65R14 86H 195/65R14 89H 175/65R15 84H 185/65R15 88H 195/65R15 91H 205/65R15 94H 205/65R16 95V 215/65R16 98H 225/65R16 100H 235/65R16 103H 225/65R17 102H



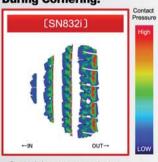
Optimized Foot Print and Contact Pressure.



High contact pressure

Distribute across the entire surface

Optimized Wear Energy During Cornering.



Optimizing contact shape and pressure

Lateral Rigidity Distribution.

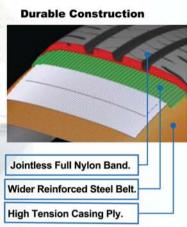


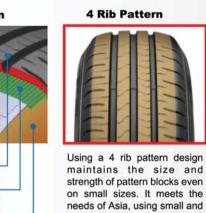
Enhancing rigidity across the entire tread

Progress of Wear Appearance.



The SN832i retains its brand-new pattern image for a long time even as wear progresses. It can be used until completely worn out.





midsize cars.

13% better mileage compared to existing products.



Test Conditions Tyre Size: 195/65R15 91H Air Pressure (F) 230kPa / (R) 220kPa Load: (F) 4.41kN / (R) 2.60kN Test Vehicle Displacement: 1600cc Test Distance: 8,000km Rotation: 2 vehicles were used in rotation.

*Test results are ultimately just test values, and may differ depending on how vehicle is actually driven.

- LOW NOISE AND COMFORTABLE RIDE.
- DESIGNED FOR FUEL EFFECIENCY AND LONG SERVICE LIFE.

50 SERIES 55 SI		55 SERI	5 SERIES 60 SERIES		65 SERIES		70 SERIES		
165/50R15	72H	165/55R14	72T	165/60R13	73T	165/65R14	79T	155/70R12	73T
175/50R15	75H	185/55R15	82H	165/60R14	75T	175/65R14	82T	175/70R13	82T
195/50R15	82H	195/55R15	85H	185/60R14	82H	185/65R14	86H	185/70R13	86T
195/50R16	84H	195/55R16	87H	185/60R15	84H	185/65R15	88T	165/70R14	81T
205/50R16	87H	205/55R16	91H	195/60R15	88H	195/65R15	91H	175/70R14	84T
100000000000000000000000000000000000000		1		205/60R15	91H	205/65R15	94H	185/70R14	88T
				205/60R16	92H	215/65R15	96H	195/70R14	91H
				215/60R16	95H			205/70R15	96S



Falken R51 is a tyre designed for light commercial vehicles. The durable tread pattern ensures outstanding performance on both wet and dry road. The outer design of the tread features six-rib pattern which assures precise control of the vehicle. Also, this design helps in gaining even contact patch for even tread wear. The continuous long grooves in the tread patter offer excellent traction while driving through wet condition. The lateral grooves give proper evacuation of water for superb wet and watery road grip. The durable tyre has contemporary look which adds style to the light trucks and vans to which it is mounted. With much reduced noise and increased driving stability, this Falken response quickly to the brakes and it is a safe rider.

- DESIGNED FOR VANS AND LIGHT TRUCKS, FEATURING A SIX-RIB PATTERN.
- EXCELLENT WEAR RESISTANCE, DURABILITY AND PERFORMANCE WET CONDITION.

165 R14C | 185 R14C | 215/75 R16C



HOW TO CHOOSE THE RIGHT TYRE FOR THE RIGHT APPLICATION



WHAT TYPE OF **VEHICLE?**



COMPACT CAR.







EUROPEAN & SPORT CAR.





ENJOYABLE DRIVE.



ECONOMIC DRIVE.





DRIVING STABILITY HANDLING.



WET PERFORMANCE.



COMFORT.



FUEL CONSUMPTION.



HIGH MILEAGE.



DURABILITY.





ENJOYABLE DRIVE.



ECONOMIC DRIVE.







































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🔯 Falken Malaysia

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LKEN ON THE PULSE

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