

PRESS RELEASE
18/3/2011

THE “TYRE ROULETTE” OF THE 'FASTEST CAR ON ICE' RECORD TEST

There was quite an extraordinary record competition on Sunday 6 March 2011, when Nokian Tyres arranged its own records tests. Their test driver drove an average speed of 331.61 km/h with Audi and was 0.9 km/h faster than Juha Kankkunen's Bentley with Pirelli tyres had been a few weeks earlier at the same Kuivaniemi track area of the Baltic sea. This set off an interesting chain of events regarding the marketing and competitive position of the tyres.

Nokian Tyres completed its own record drive as a so-called secret drive, without an official Guinness World Records (GWR) supervisor. Only Nokian Tyres' own personnel were present; two well-known Finnish racing drivers were invited as witnesses.

During the past weeks this matter has received great attention in different media, because Nokian Tyres had already released this unofficial record as a world record.

At the moment, GWR is the only organ that registers and verifies world records on ice, whereas FIA verifies only ground speed records. The GWR rules require that the event is public and also that representatives of independent media are present. Thus, the Nokian Tyres' record was a fully unofficial world record and it would have required the approval of the GWR organisation. *It's very likely that Guinness World Records will not verify the Nokian Tyres' result as the official "Fastest car on ice" world record due to tyre confusions and other defects in arrangements.*

Instead, Kankkunen's record of 330.70 km/h was confirmed immediately by GWR's official supervisor and therefore it is the only valid 'Fastest car on ice' world record.

Juha Kankkunen announced on 15 March 2011 that Nokian Tyres' unofficial record test of +0.9 km/h does not give him a reason to drive a new speed record this winter on ice. He also stated that gentlemen racers do not act like this.

Please contact me for more information about very interesting tyre issue, Nokian special made tyres against Pirelli standard mass produced tyres.

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Makela Auto Tuning was responsible for the arrangements of the record test: