

Having fun driving the challenging BILSTER BERG – Nokian Tyres presents their Seasonproof 2 tire to an international audience.



The BILSTER BERG is a challenge: numerous technical sections, rapidly changing bends, and frequent blind crests offer an extraordinary driving experience. So what better place to test the quality of the new Nokian Tyres Seasonproof 2 all-season tire than at BILSTER BERG?

The Finnish tire manufacturer invited journalists and key customers to BILSTER BERG from March 2 to March 7, 2025, to present the new tire in a very fitting location. Partnering with the event and consulting agency DDeM, Nokian Tyres ensured a seamless experience, with DDeM handling the event's organization and production. "The racetrack is one of the most modern motorsport facilities not only in Germany but in the whole of Europe. This demanding track was perfect to see the drivers' skills and, of course, the tires' performance," said Michal Dolana, Managing Director of DDeM. BILSTER BERG is located around 30 kilometers from the spa town of Bad Lippspringe, where the guests stayed at the luxurious Best Western Premier Park Hotel & Spa.

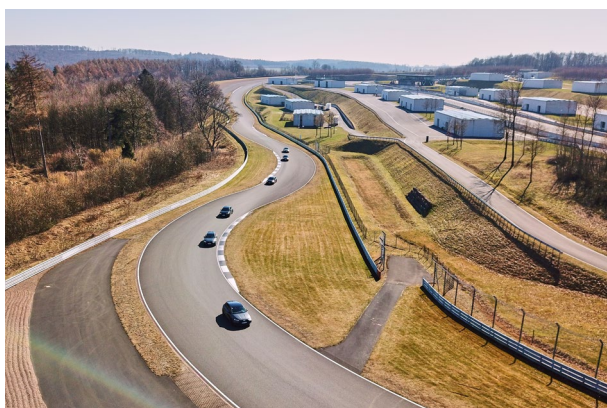
More than a third of renewable materials

"We fully utilized the opportunities of this perfectly designed and prepared circuit. Participants were divided into four groups of ten to ensure they could fully enjoy all the planned activities while evaluating the tires under the expert guidance of our instructors," said Sabine Milewski, Marketing Director of Nokian Tyres Central Europe.

The Nokian Tyres Seasonproof 2 tire is the first consumer tire that is commercially produced in the new Nokian Tyres factory in Oradea, Romania. It is the world's first full-scale tire factory with zero CO₂ emissions. The Romania factory was inaugurated in September 2024, and tire deliveries will start in spring 2025. The Seasonproof 2 tires consist of up to 38% renewable, recycled, and ISCC PLUS-certified materials.

"By using renewable materials, we have improved tire properties while simultaneously reducing rolling resistance. We are constantly looking for renewable or recycled alternatives to traditional fossil fuel-based materials and, together with various partners, we continue to explore new innovative possibilities," explained Teemu Soini, Vice President of Innovation and Development of Nokian Tyres.

At BILSTER BERG, the new Seasonproof 2 tires proved their quality on three different tracks with both wet and dry surfaces. On the wet track, participants could test emergency braking and vehicle stability with the Nokian Tyres, while on the dry track, they experienced how grip changes with various driving styles.



A reverse driving competition on an obstacle course provided extra fun and excitement. The winner of the reverse slalom competition received a trophy, and all participants got commemorative badges for completing the individual driving activities.



"We used our experience from organizing similar events in Austria, Spain, and Portugal. Our thorough, months-long preparation for this event paid off, and everything went smoothly to the satisfaction of all attendees. I would like to extend my sincere thanks to the entire Bilster Berg circuit team for their warm welcome and excellent subsequent service, which all participants highly appreciated," concluded Michal Dolana.

