



INTRODUCING THE BFGOODRICH G-FORCE PHENOM T/A TIRE

WE AREN'T STOCK



WHY PHENOM?



Wide Market Coverage

Most of the popular summer UHP fitments and emerging sizes including plus fitments and unique sizes.



Brand Support

BFGoodrich has marketing assets ready to support this launch with a global consumer-engagement campaign.



High Profitability

Simply put, you can optimize your profit per tire, all while providing a great price for your customer.



Reliability in Supply

Dedicated Michelin Group production with the opportunity for direct factory shipments (DFS).

EVERYTHING YOU WANT AND MORE.

Ultra high performance consumers are demanding more from their tires. Better performance. Wider tread footprint. Cooler aesthetics. And all this without paying more.

This is where the BFGoodrich g-Force Phenom T/A tire comes in.

- Amazing wet and dry performance
- All of the popular summer UHP fitments (including emerging sizes and wider tread widths)
- A look that stands out.

It's everything UHP customers want, at a surprisingly affordable price.

PHENOM BUILDER

Tire Usage: The g-Force Phenom T/A tire is an ultra high performance summer tire, designed to enhance the performance and aesthetic of on-road vehicles. It's a great choice for builders using car modification as a source of self-expression and social connection.

Builder Profile: The g-Force Phenom T/A tire consumer could be considered a "tuner." They might live in an urban or suburban area that has an established and thriving car scene. This scene is a huge source of community and inspiration for the g-Force Phenom T/A tire customer who understands that you fit into this world by standing out. By writing a story that's never been written before, building a car that's never been built before, living a life that's never been lived before — and doing it all in head-turning style.

DESIGNED FOR PERFORMANCE VEHICLES



Chevrolet Camaro



Ford Mustang®



Mazda 3/6



Nissan 350Z/370Z



Subaru BRZ / Toyota 86



Honda Civic



Ford Focus ST/RS



Dodge Challenger



VW Golf GTI/R



Lexus IS





g-Force  **PHENOM**

WE AREN'T STOCK

The g-Force Phenom T/A tire is designed to be the easiest “bolt on” upgrade to enable car enthusiasts to maximize the performance and aesthetics of their vehicles.

BFGoodrich has been engineering category-defining tires for over 150 years. A race-proven brand customers can trust, the performance they're looking for, all offered at an incredible value.



Designed to corner.

Stay in control with a tire that lets you know where the limit is.

Stiff sidewalls, shallow shoulder blocks, and offset shoulder grooves designed to provide better feedback at the limit and enhance cornering stability. ¹

1 g-Control Sidewall Inserts

Designed with stiff sidewalls and designed to resist deflection for immediate turning response.

Dynamic Suspension System

Reinforced internal structure designed to maintain control and support ride comfort.



Engineered for grip.

Confident spirited driving on dry and wet roads.

A dual-zone tread design features an optimized wet zone for water evacuation and a dry zone for maximum road contact for ultimate confidence and control. ²

2 Performance Tread Profile

For ultimate grip in hard cornering and a bold performance look.

3 g-Force Tread

Evenly distributes stresses across the tire footprint that is designed to improve long-term wear.



Built for braking.

The BFGoodrich g-Force Phenom T/A tire has better wet braking distance than the Yokohama ADVAN Apex V601 tire and other leading competitors. ³

New summer silica-infused compound tuned for ultimate performance delivers wet grip outperforming leading competitors. ³

4 Full Depth Features

Maintains consistent performance and appearance throughout the life of the tire.

UltiGrip Technology: Advanced Summer Compound

Designed for optimized wet and dry traction.



¹ Based on internal Braking Distance, Autocross in Wet Handling, and Dry Analytical Adherence results using a 2019 Genesis G70 vehicle with BFGoodrich g-Force Sport Comp-2 tire in size 245/40ZR18 93W versus BFGoodrich g-Force Phenom T/A tire in tire size 245/40R18 XL 97Y. Actual on-road results may vary.

² Based on internal Braking Distance, Autocross in Wet Handling, Max Handling, and Dry Analytical Adherence results using a 2019 Genesis G70 vehicle with BFGoodrich g-Force Sport Comp-2 tire in tire size 245/40ZR18 93W versus BFGoodrich g-Force Phenom T/A tire in tire size 245/40R18 XL 97Y. Actual on-road results may vary.

³ Based on internal wet braking tests at 50 mph comparing the BFGoodrich g-Force Phenom T/A tire in tire size 245/40ZR18 XL 97W versus the Yokohama ADVAN Apex V601 tire in tire size 245/40ZR18 XL 97Y, the Falken Azenis FK 510 tire in tire size 245/40ZR18 97Y, the Firestone Firehawk Indy 500 tire in tire size 245/40R18 XL 97W, and the Hankook Ventus V12 EV02 tire in tire size 245/40ZR18 XL 97Y, using a 2019 Genesis G70 vehicle. Actual on-road results may vary.