

Going places Google Street View hasn't been

Issued by [Sumitomo Dunlop](#)

30 Sep 2020

Most people have used Google Street View to view places they plan on going to. But what happens when the places you're venturing to aren't on Google Street View? Dirt roads in particular are sometimes not mapped. To help solve this problem, Dunlop recently embarked on Grandtrek Uncharted - their most ambitious project yet - to go where Google hasn't yet been and map new roads to be added to the Street View platform.

The Dunlop Grandtrek Uncharted journey took the brand to all nine provinces in South Africa, seeking out roads far from the beaten track that could be added using a special 360° camera. The tyres selected for the journey included the Dunlop AT3G, AT25 and the recently launched AT5. This allowed for a mix of roads from tar and gravel, to the seriously rough stuff only the most adventurous would even consider tackling.

This confidence to go anywhere is exactly what inspired Dunlop to embark on Grandtrek Uncharted. "The journey should be just as exciting as the destination. In the old days, adventurers would map out new places they discovered. We wanted to capture some of this spirit and show customers that our Grandtrek range allows them to go places that even Google hasn't yet been. We're very excited as this is unique and something no other tyre manufacturer has ever done. With Dunlop Grandtrek, you can take the road...even when there isn't one," said Riaz Haffeejee, CEO of Sumitomo Rubber South Africa.

The Grandtrek Uncharted 360° footage has been uploaded to the Google Street View platform. Consumers who want to view some of the footage, as well as the destinations visited, can log onto www.grandtrek.co.za and view the dedicated experience videos. These have also been uploaded to the Dunlop SA social media accounts on Instagram, Facebook, LinkedIn and Twitter, as well as the YouTube channel.

For more information on how Dunlop Grandtrek tyres can take you to places uncharted visit www.grandtrek.co.za.

About SRSA

Sumitomo Rubber South Africa (Pty) Ltd (SRSA) is owned by Japanese listed company Sumitomo Rubber Industries Ltd (SRI), situated in Kobe, Japan. SRI is one of the leading premium manufacturers of automotive tyres and industrial rubber products in the world. The existing South African plant in Ladysmith (founded in 1973) currently produces passenger car,

sport utility vehicle, light truck and truck and bus radial tyres, which are sold in South Africa and exported across Africa and other countries.

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Sumitomo Rubber South Africa, known as Sumitomo Dunlop, is a leading tyre manufacturing organisation in South Africa. Sumitomo Dunlop manufactures the Dunlop, Sumitomo and Falken tyre brands for Africa.

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