







# YOUR LIFE IS RIDING ON THIS

When you're driving there's only the equivalent of one handprint of tread connecting each of your tyres to the road.

Think about that, your family, your lives, all literally riding on that single palm print.

So when it comes to choosing tyres for your car, put yourself in safe hands.

bridgestone.com.au/corporate/why-bridgestone

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# WHY BRIDGESTONE?

### Put yourself in safe hands

Did you know there's the equivalent of only one handprint of tread connecting each of your tyres to the road? That's just four areas of tread the size of your hand controlling thousands of kilograms of machinery travelling at great speed in all kinds of conditions.

Think about that. The lives of you, your family and friends, everyone you care about are literally riding on just four handprints.



### Safety is everything

Tyres are one of the most critical safety features of any car, and at Bridgestone, your safety sits at the heart of everything we do.

Each year we invest more than \$1 billion in the research and development of our tyres. With thousands of hours of testing and refining these tyres using cutting edge technology, we continue to surpass global safety standards.

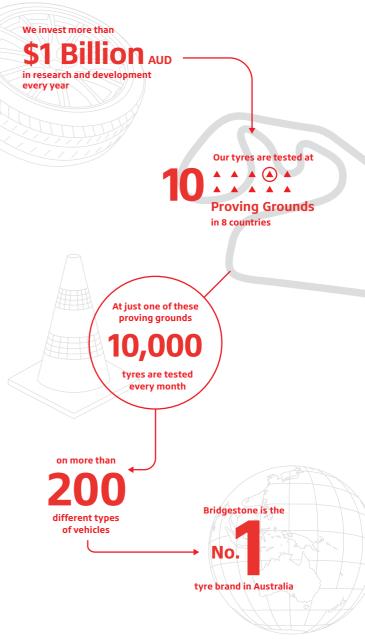
### Our commitment

We go to such great lengths because of our commitment to your safety. When it comes to protecting you on the road, all of the research and development we undertake is to ensure that you're in the safest hands possible.

So, whether it's high performance technology, durability or all-round comfort, there's a Bridgestone tyre to keep you safe wherever you're going.

It's no wonder that Bridgestone is the world's number one tyre brand.

# THE PROOF IS IN THE TESTING







# **BRIDGESTONE ECOPIA R710**

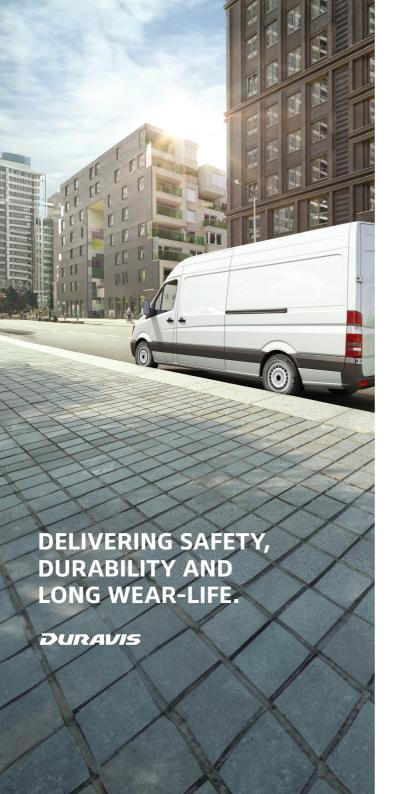
Bridgestone has completed the range of its fuel saving Ecopia tyres with the introduction of the Ecopia R710, designed specifically for vans and light duty commercial vehicles.

Developed to deliver fuel saving capabilities and long wear life, Ecopia R710 is ideal for private use as well as fleet operators.

# Tyre features and driver benefits

- Energy saving line crown shape Reduces rolling resistance by minimising energy loss from case shape change.
- 2 O-Bead II
  Steering stability is improved through next generation bead wire structure which reduces cornering tyre deformation.
- 3 Nano Pro-Tech compound
  For low-rolling resistance, reducing energy loss and delivering fuel saving capabilities.
- 4 Gutt II
  Next generation computer modelling optimises handling stability and quietness.





# **DURAVIS**

# **BRIDGESTONE DURAVIS R207**

The Duravis R207 is a highway all position rib type tyre designed for use on light trucks and light buses. With focus on wear life, durability and safety, it provides a strong case for operators seeking a low cost per kilometre product.

# Tyre features and driver benefits

- Durable design 20% greater life compared to the R205.
- Quiet and efficient
  Smooth ride and lower road noise.
- Wet characteristics

  Better wet braking and traction performance.



# **DURAVIS**

# **BRIDGESTONE DURAVIS VAN**

Duravis Van is ready for the evolving needs of the light commercial segment. EV-ready with its innovative use of ENLITEN Technology and developed with last-mile delivery in mind. Designed to maximise efficiency by minimising downtime and lowering the total cost of ownership.

Suits popular European van models such as the Mercedes Benz Sprinter, Viano, Vito/eVito, Ford Transit, Renault Master and VW Transporter.

## Tyre features and driver benefits

- 1 Even wear life
  Innovative symmetrical pattern to reduce void at centre,
  improving rib stiffness and reducing irregular wear.
- Sidewall protection
  Sidewall protector rib includes additional 0.8 mm
  circumferential rubber layer to protect from curb impacts.
- Contact technology
  Extends tyre life with even wear and produces very little road noise.
- New sipe design & void distribution Provides optimised water evacuation for driver safety.



# Excellent wet and dry braking

The innovative compound mixing maximises wet and dry performance, while the optimised crown shape delivers maximum braking performance, improving driver safety even in challenging wet-weather conditions.



# Electric vehicle (EV) ready

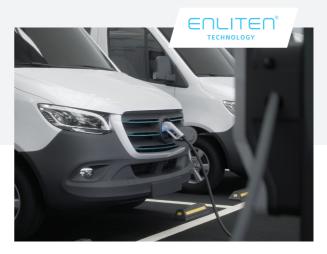
The tyre's higher wear tolerance counters the increased weight and higher torque of EVs. At the same time, the low-rolling resistance supports efficient mileage, producing very little road noise, enhancing driver comfort.



### **Fuel efficiency**

ENLITEN Technology provides DURAVIS Van with great fuel economy for ICE vehicles and excellent energy efficiency for electric vehicles, contributing to reduced operating expenses. This means greater fuel/energy efficiency¹, which translates to enhanced fuel savings or extended battery range for businesses.





# Long wear life and durable

The design, construction, and compound enhance DURAVIS Van's hard-wearing and durable capabilities. The tread pattern features a reduced central void to help stiffen the ribs of the tyre, supporting strong wear life. The enhanced cavity crown shape provides even contact to ensure even wear and reduced road noise.

<sup>&</sup>lt;sup>1</sup>Based on internal benchmark Duravis Van vs Duravis R660 (ref. size 205/65 R16C).

# **BRIDGESTONE ORIGINAL EQUIPMENT**

Bridgestone is a trusted manufacturer of original equipment (OE) tyres to many leading vehicle manufacturers. OE tyres, fitted at manufacture, are developed in collaboration with vehicle manufacturers to ensure the vehicle and tyres deliver the high standard of performance expected by the manufacturer for that vehicle.

### **RD-613 STEEL**

The Bridgestone RD-613 Steel offers maximum economy and mileage for short haul city driving. Designed for small commercial vans and trucks, the steel belted radial ply tyre features a tread pattern designed to optimise stability, manoeuvrability and braking in the wet.

Toyota HiAce

### **Duravis R660A**

The Duravis R660A was developed to meet the multipurpose needs of the modern commercial vehicle driver for safety, durability, comfort and efficiency to make the R660A perfect workmate.

Toyota HiAce/Granvia

### **Duravis R660**

The Duravis R660 is the finest OE van/light truck commercial tyre to come out of Europe.

- · Renault Traffic
- Peugeot Boxer
- Mercedes-Benz Sprinter

# RD-613/613V R660 ECO R660 ECO

# **BRIDGESTONE ORIGINAL EQUIPMENT**

### **Duravis R660 ECO**

The Duravis R660 ECO builds upon the features of R660 and adds Low Rolling Resistant compound and design for better fuel efficiency.

- Volkswagen Crafter
- · Volkswagen Transporter

### R623

The Bridgestone R623 is a premium OE tyre for light commercials and vans, giving dependable performance, comfort and safety. The compound gives enhanced control in the wet, while the bead and cap construction deliver superior handling, durability and ride comfort.

Toyota HiLux

### **Duravis R611**

The Bridgestone Duravis R611 was developed to make the daily route more enjoyable.

Toyota HiLux

### **Duravis R411**

The Duravis R411 offers heavy load carrying capacity plus excellent handling and ride comfort at highway speeds.

### V-STEEL RIB R202

The Bridgestone V-Steel Rib R202 is an all position rib tyre designed for light trucks and mini buses. It features a V-Steel rib design for heavy-duty performance and reduced irregular wear. Also offering greater manoeuvrability, it is ideal for city and highway driving.

· Mitsubishi Fuso Canter



# Firestone

# **FIRESTONE CV4000**

The Firestone CV4000 is the smart commercial tyre choice for light vans and 2WD utes.

With a new generation tread pattern plus a proven tread compound, it delivers excellent grip, stability and outstanding ride comfort.

# Tyre features and driver benefits

- (1) Wide tread Improved stability and greater traction.
- 2 Square shoulder Resistance to shoulder wear.
- Premium tread compound
  Long wear life giving great mileage.
- 4 High tensile polyester carcass construction Reduces sidewall flex for improved handling.



### SUPERCAT

# **SUPERCAT VAN**

A proven performer in Australia, the Supercat commercial tyre that has been engineered to deliver low road noise, stability and safe handling in wet and dry conditions.

# Tyre features and driver benefits

- Optimised tread design Super grip.
- Made by Bridgestone
  Super quality.
- 3 Tread pattern design Super quiet.
- Advanced compound
  Super wear life.

Supercat Van is exclusive to Bridgestone outlets.





Service Centre



### TYRE MAINTENANCE

At Bridgestone, your safety sits at the heart of everything we do. That's why we believe it's important for you to know how to look after your tyres.

### Correctly inflate your tyres

Under or over-inflating your tyres is dangerous and can lead to excessive tread wear. Look for the manufacturer's recommended tyre pressure on the tyre placard usually located on the driver's side door pillar, fuel flap, glove compartment or engine bay. Or have a Bridgestone tyre specialist inflate your tyres for you.

- Check your tyres weekly.
- Check pressures when your tyres are cold.
- Use an accurate tyre pressure gauge.
- For heavy loads or sustained high-speed driving, increase the pressure according to your vehicle's recommendations.

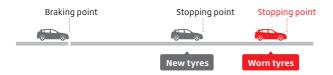
### Maintain safe tread depth

Most new tyres start out with 8-9mm of tread for passenger and 8-11mm for commercial. When this wears, your tyre's ability to disperse water reduces. When the tread is less than 2mm, replace your tyre as soon as possible as it's likely to be unsafe.

Regularly check your tread indicators, which will show as lines across the tread when it's 1.6mm\*.



Safe tread depth maintains your driving control, grips the road, disperses water and keeps you safe. A worn tyre increases your braking time in the wet and the chance of you losing control.



# **TYRE MAINTENANCE**

### Check the age of your tyres

Bridgestone recommends that once tyres are 5 years old they should be inspected on a yearly basis by a professional for signs of aging. Regardless of condition, tyres that are 10 years old should be removed from service.

You can check the age of your tyres by looking at the Tyre Identification Number (TIN). The last four digits indicate the week and year of manufacture: for example, a tyre with TIN 'XXX1224 was manufactured in the 12th week of 2024.

### Rotate your tyres regularly

Rotating your tyres is vital for safe tread wear and maximum tyre life. Your tyres can wear differently depending on their position on your vehicle and because of vehicle loading or suspension and steering set up. Rotating your tyres will give a more even wear pattern and prolong tyre life.

 Rotate your tyres every 5,000 - 8,000 kilometres, or according to your vehicle manufacturer's recommendations.



Irregular shoulder wear (unbalanced/misaligned)



Shoulder wear (under-inflation)



Centre wear (over-inflation)

### How tyre irregular wear occurs

### Get a professional wheel alignment regularly

Correctly aligned wheels are essential for safe handling and braking – and they can help to reduce fatigue when you're driving. You'll also avoid excessive or irregular tyre wear.

✓ Get a wheel alignment every six months or 10,000 kilometres.

<sup>\*1.5</sup>mm tread depth is the minimum legal requirement.

# **METRIC TYRE SIZES**

### Width

205 indicates the section width of a tyre in millimetres.

### Aspect ratio

60 is a tyre's aspect ratio which is its height from the base of the tread to the rim. This number represents a percentage of the tread width. For example, the height of this tyre is 60% of its width. Low profile tyres have smaller aspect ratio percentages.

### Tyre construction

R means that the tyre has radial ply construction, meaning the way in which it has been constructed. Most passenger tyres are constructed this way so you will rarely find a vehicle tyre without an R.

### Rim

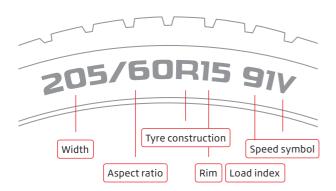
15 indicates the diameter of the wheel rim. So if you are buying wheels for existing tyres, this is the size in inches you will require.

### Load index

91 is a code which indicates the maximum load capacity of the tyre. See load index table for a complete listing of these codes.

### Speed symbol

V is a code which indicates the speed at which a tyre can be safely operated, subject to the tyre being in sound condition, correctly fitted and with the recommended inflation pressure. See speed symbol table for a complete listing of these codes.



# **COMMERCIAL TYRE SIZES**

### Width

195 indicates the section width of a tyre in millimetres.

### Tyre construction

R means that the tyre has radial ply construction, meaning the way in which it has been constructed. Most passenger tyres are constructed this way so you will rarely find a car tyre without an R. C or LT designates tyre as light truck (commercial) construction.

### Rim

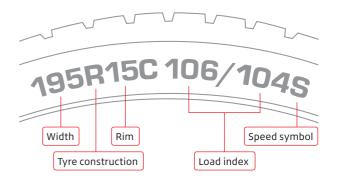
15 indicates the diameter of the wheel rim. So if you are buying wheels for existing tyres, this is the size in inches you will require.

### Load index

106/104 is a code which indicates the maximum load capacity of the tyre when dual fitted on an axle. The first load index number is used for single fitment, the second load index number is used where tyres are in dual fitment. See load index table for a complete listing of these codes.

### Speed symbol

S is a code which indicates the speed at which a tyre can be safely operated, subject to the tyre being in sound condition, correctly fitted and with the recommended inflation pressure. See speed symbol table for a complete listing of these codes.



# LOAD INDEX AND SPEED SYMBOL

### Load index

Load index	Max load/ tyre (kg)	Load index	Max load/ tyre (kg)	Load index	Max load/ tyre (kg)
90	600	102	850	113	1150
91	615	103	875	114	1180
92	630	104	900	115	1215
94	670	105	925	116	1250
95	690	106	950	117	1285
96	710	107	975	118	1320
97	730	108	1000	119	1360
98	750	109	1030	120	1400
99	775	110	1060	121	1450
100	800	111	1090	122	1500
101	825	112	1120	123	1550

### Speed symbol

	Max speed (km/h)		Max speed (km/h)		Max speed (km/h)
L	120	Р	150	S	180
М	130	Q	160	Т	190
N	140	R	170	Н	210

# **ENLITEN TECHNOLOGY**

Innovative and sustainable ENLITEN Technology, Bridgestone's base technology for product design, enabling ultimate customisation in safety, sustainability, and performance.



# Safety

Safety will always be an uncompromising priority. That is why Bridgestone develop tyres to ensure the highest levels of safety in both dry and wet conditions.



# Sustainability

ENLITEN enables a lower environmental impact through CO<sub>2</sub> emissions reduction, resource efficiency and material circularity.



### Performance

ENLITEN Technology provides outstanding performance in the focus area of each product, delivering on the criteria that matter most to the consumer.



# FLEET TYRE MANAGEMENT SERVICES

At Bridgestone, we have many years of experience providing total tyre supply and fleet services for a range of vehicle operators.

### Cost-effective fleet solutions

Our market-leading services will save your fleet time and money by reducing downtime, providing superior products, and delivering valuable reporting capabilities. We're on the ground in every state, ready to provide outstanding customer service, with over 1,000 authorised service providers across Australia.

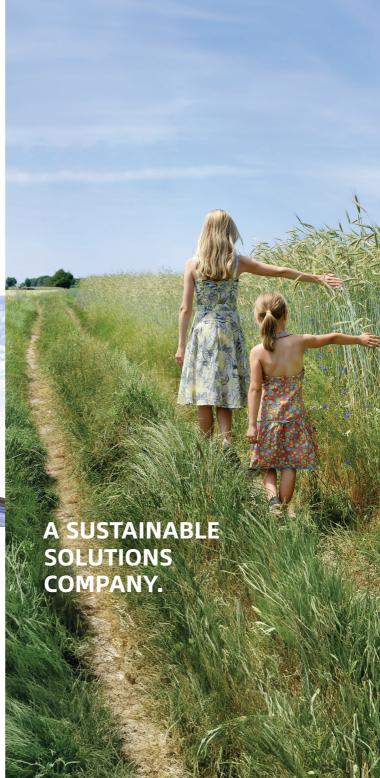
# Superior products from a market leader

Our extensive range of quality tyres are trusted by the Australian market and included as original equipment on a large share of Australian cars. Unlike other manufacturers, many of our tyres are designed for Australian conditions.



### Benefits for your business

- 24/7 Emergency Tyre Assistance comprehensive after-hours service.
- Tailored reports streamlined fleet management.
- Account management personalised local support.
- Fully EDI capable electronic exchange of documentation.
- Guaranteed pricing available through Bridgestone stores or preferred dealers nationally.
- Help is around the corner connect to a Bridgestone network of over 350 stores with a further 1,000 affiliated outlets Australia-wide.
- Flexible invoicing tailored billing to suit your business.



# A SUSTAINABLE SOLUTIONS COMPANY

### **Our mission**

At Bridgestone, we aim to improve the safety and lives of people everywhere, and we aspire to offer the best to our customers and the world.

Our dedication to superior quality extends beyond our tyres. We approach our products, service, solutions and community contribution with this same commitment to quality - to make a difference for all our customers.

Our commitment to serving society with superior quality is central to why Bridgestone has been continuously recognised as Australia and New Zealand's most trusted tyre brand.





### **Our vision**

Bridgestone's global vision is to "Provide both social value and customer value as a sustainable solutions company".

We are always thinking ahead and working closely with our partners and customers to develop solutions that add value to your businesses and meet the needs of society.





### Sustainability at Bridgestone

Sustainability for Bridgestone is achieving long-term economic success with environmental stewardship and social responsibility.

Bridgestone places sustainability at the core of our management and business enabling us to transform into a sustainable solutions company.

# A SUSTAINABLE SOLUTIONS COMPANY

### **Our commitment**

We are guided by the values of the Bridgestone E8 Commitment to achieve our vision as a sustainable solutions company.

Aligning with the Bridgestone E8 Commitment, our activities support our drive for the continual development and realisation of a sustainable society.

Some of these include:

Energy - Reducing our carbon footprint

**Ecology** – Designing products and solutions for material circularity and fuel reduction

**Empowerment** – Supporting the development of skilled workers

**Extension** – Encouraging students to develop sustainable mobility

**Ease** – Investing in blood cancer research and youth road safety



# A SUSTAINABLE SOLUTIONS COMPANY

# Our priorities towards a sustainable society

### Action towards carbon neutrality

### Minimising our organisational carbon footprint

Through energy efficiency, use of renewable energy, manufacturing and engineering innovation and other carbon reduction initiatives.



### Contributing to customer CO2 reduction

Offering value-chain solutions that reduce our customers' carbon emissions such as Ecopia low rolling resistance products, remanufacture in retreading and increased recyclability.



For more information on our global targets and achievements visit bridgestone.com/responsibilities/environment/reduce\_co2

### Contribution to a circular economy

Reduced raw material consumption through durability technology, reduced manufacturing process losses and waste minimisation. Recycle and effective use of resources through the Bandag retread offering, and reuse of waste tyres in tread manufacture.







### Tyre recycling solutions

Investing in the research and development of tyre recycling solutions and ensuring our tyres are responsibly reused or recycled. Bridgestone utilise flooring in many stores and offices that has been made from our own waste tyres.

### Road safety

Our investment into the RYDA schools program supports education in road safety of over 40,000 youth per year across ANZ.



### Supporting a sustainable workforce

Bridgestone's mechanical apprenticeship and tyre traineeship programs ensure we contribute to developing the skilled workers required for a sustainable workforce.

# A SUSTAINABLE SOLUTIONS COMPANY

# Offering social and customer value through sustainable products

### Ecopia low rolling resistance tyres

- Reduces fuel consumption (up to 9%\*)
- Reduces energy loss
- Lowers CO<sub>2</sub> emissions through reduced fuel
- Available for car, SUV, light truck and commercial tyres

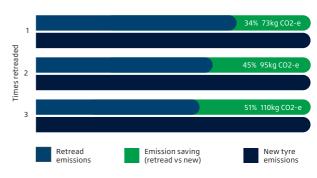
### Bandag truck retreads

- Contributing to a circular economy 75% recycled materials
- Sustainable manufacturing processes





# CO<sub>2</sub> emission reduction through Bandag retreading^



\*Passenger tyres reduce fuel consumption up to 4%, and truck up to 9%. Actual fuel consumption and CO, emission reduction depend on factors such as traffic conditions, vehicle condition and driving style.

^Independent LCA conducted by Uniquest based on two scenarios with 11R22.5 size used. Attributional data assumes 100.000km use and two retreads.

### Join us on our journey

With sustainability at the core of our business and guided by the eight values of the Bridgestone E8 commitment, we will work with our customers and partners to deliver social and customer value as a sustainable solutions company.

By engaging in positive and innovative partnerships, we will create new sources of sustainable revenue, enabling us to invest in further innovation to increase our capacity for sustainable value creation.



**Bridgestone Australia Ltd.** ABN 65 007 516 841

For any feedback contact Bridgestone Head Office on 08 8206 0200

bridgestone.com.au