

BRIDGESTONE

Passenger Tyre Product Guide



NEW
POTENZA
S007A



Worldwide Olympic Partner



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.

bridgestonetyres.com.au/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

It's easy to lose sight of the simple truth that tyres are one of the most critical safety features of any car, but at Bridgestone, your safety sits at the heart of everything we do.

Each year we invest more than \$800 million 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 invests more than

\$800 Million

in research and development every year

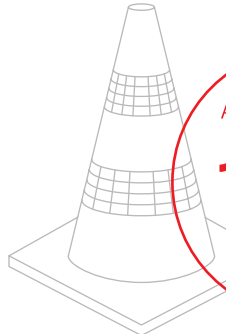


Bridgestone tyres are tested at

10



Proving Grounds
in 8 countries



At just one of these proving grounds

10,000

Bridgestone
tyres are tested
every month

on more than

200

different types
of cars



Bridgestone is the

No. 1

tyre brand in Australia
and the world



Ecopia tyres are engineered with less rolling resistance, making any vehicle more fuel-efficient.

ECOPia

Bridgestone Ecopia EP300

Engineered for superior performance, giving you better safety and increased savings. The EP300 has an improved tread design and compound providing enhanced grip in wet conditions. A deeper lug depth and optimised crown shape increases longevity.

Using low rolling resistance technology to consume less fuel, the EP300 is a saving to your back pocket and the environment.

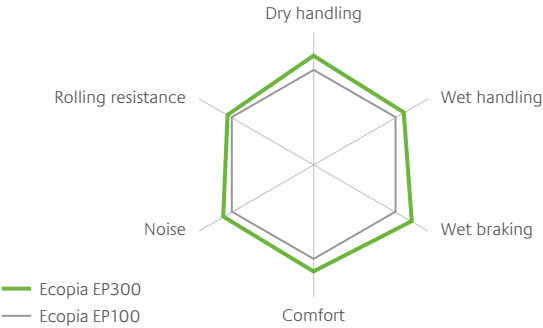
Tyre features and driver benefits

- 1 Optimised crown shape**
Uniformed ground contact pressure provides better rolling resistance, wet grip and wear life.
- 2 Chamfering**
Excellent safety in both wet and dry conditions.
- 3 Round rib edge**
Improved contact shape and pressure distribution.
- 4 Deeper lug depth**
Improves wear life.



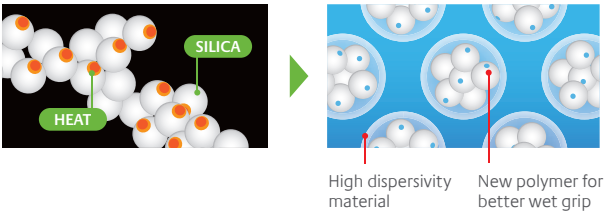
EP300 outperforms its predecessor

Compared to its predecessor, Ecopia EP300 shows improvements across the board.



Nano Pro-Tech™ rubber

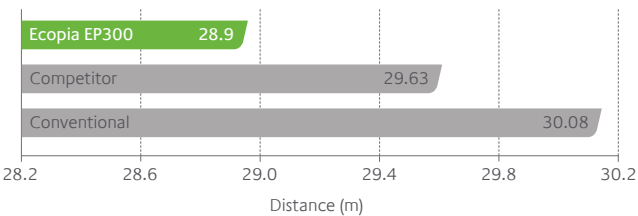
The cutting-edge compound contributes to improved wet grip and reduced rolling resistance. This is due to its high-dispersing silica that not only increases the contact area, but reduces energy loss.



Superior wet braking

The Ecopia EP300's improved grip levels mean a shorter braking distance on wet road surfaces. In a wet braking test a vehicle's stopping distance is measured from a speed of 80km/h in 2mm depth of standing water.

Bridgestone Thailand Proving Ground, vehicle Toyota Camry, tyre size 215/60R16 95V, speed 80km/h, water level 2mm.



Original equipment patterns (OE)

EP25

The Ecopia EP25 was designed specifically to provide the new generation of city cars with increased fuel efficiency while maintaining high levels of performance and comfort with low road noise and maximum safety.

Original equipment fitments on the Toyota Yaris and Toyota Prius.

EP150

The Ecopia EP150 is made with technology for reducing rolling resistance which leads to less fuel consumption and less CO₂ emissions with no compromise.

Original Equipment on the Nissan Leaf, a mass-market all electric vehicle.





Turanza tyres are
engineered to provide
a smooth, comfortable
and reliable ride in
any condition.

TURANZA

Bridgestone Turanza T001

The Turanza T001 was developed with luxury touring in mind and is original equipment on prestige cars including Mercedes B class and Mazda 6. The tyre combines a unique tread design with noise-reduction technology to deliver superior performance and ride comfort.

Tyre features and driver benefits

- 1 Wide main groove**
Minimise risk of hydroplaning.
- 2 Nano Pro-Tech™ tread compound**
Unparalleled performance in the wet and good rolling resistance.
- 3 Flat Contact Patch tread profile**
Reduced irregular wear.
- 4 Slim high bead filler**
Better handling and comfort.
- 5 High-angle blocks**
Superior braking.
- 6 5° noise reduction**
Reduced road noise.

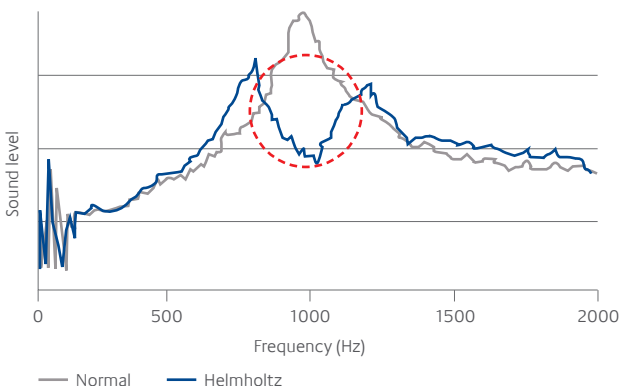


T001 is quiet

Offering superior performance on the open road, the T001 features advanced noise-reduction grooves to insulate against environmental noise while maintaining ride comfort.

Reduction in total tyre noise works on the principle of the Helmholtz Silencer, where clever acoustic design can reduce and even eliminate undesirable noise.

Bridgestone's testing has shown that the T001 can deliver significant reductions in noise when compared to a traditional tyre.



T001 is long wearing

The Flat Contact Patch (FCP) Profile provides a uniform tread contact area in loaded and unloaded conditions. This reduces irregular wear and improves tyre life. T001 has shown excellent wear life compared to ER300 in internal testing.



Flat Contact Patch shape



Normal shape

Bridgestone Turanza Serenity Plus

Turanza Serenity Plus is the result of the latest advances in tyre technology. With outstanding grip in the wet plus ride comfort, it's the first choice for safety without compromising on driving pleasure.

Serenity Plus delivers the ultimate in ride comfort and low road noise for luxury performance sedans and small to medium cars.

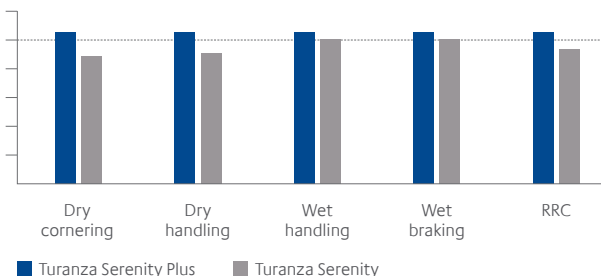
Tyre features and driver benefits

- 1 Asymmetric sidewall construction and tread**
Incredibly smooth and comfortable ride.
- 2 Helmholtz Silencer Grooves and 5° noise reduction**
Low road noise, even quieter ride.
- 3 Asymmetric tread with high angle grooves**
Superior grip in wet conditions.
- 4 Wide tread pattern**
Even longer wear life.
- 5 Nano Pro-Tech silica compound for reduced rolling resistance**
Better fuel efficiency.



Serenity Plus shows improvements where it matters

Compared to its predecessor, Turanza Serenity Plus shows improvements to rolling resistance, and dry and wet performance.



Serenity Plus delivers the ultimate

An asymmetric pattern and cavity shape have allowed designers to develop a tyre that produces excellent levels of ride comfort.

A silencer groove, mid end grooves and 5° noise reduction blocks all work to reduce the noise produced.

A wider tyre shape provides greater tread volume and circumferential sipes and mid end grooves prevent irregular wear and improve wear life.

Nano Pro-Tech silica tread compound and high-angle lug grooves improve rolling resistance and wet grip for improved safety and efficiency.

Turanza Serenity Plus is exclusive to Bridgestone outlets.



Original equipment patterns (OE)

ER300

Using Bridgestone's latest technologies, the Turanza ER300 has been designed to complement the handling and ride comfort of luxury and mid-range vehicles. Optimised for low noise, it provides a superb level of comfort without compromising on performance.

Original equipment fitments on Holden Commodore, Holden Cruze, Toyota Corolla and Mazda6. RFT fitment available on BMW 1,3,5 and 6 Series.

ER33

Designed for luxury performance cars including Lexus ES300, the Turanza ER33 delivers high performance plus an exceptionally smooth, quiet and comfortable ride. Available in Run-Flat tyre technology, it's the ideal touring tyre, ensuring a safe return.

Original equipment fitments on Toyota Camry, Toyota Aurion and Lexus IS, LS, GS and ES Range.

ER370

The Turanza ER370 is a specialised tyre suited for luxury performance cars. The tyre delivers a high level of performance handling while providing an extremely quiet and smooth ride.

Original equipment fitments on Honda Accord, Honda Jazz and Honda City.

T005

The Bridgestone Turanza T005 is the latest Original Equipment fitment for European vehicles. Continuing the Turanza performance traits of safety and comfort, the T005 has an additional focus on stability.

Original equipment on the Audi A3 and Lexus LS.





NEW
POTENZA
S007A

Potenza tyres deliver
ultimate handling and
response, allowing you
to take sharp turns with
maximum precision.

POTENZA

Bridgestone Potenza S007A

The Bridgestone Potenza S007A was designed and developed to deliver the performance demanded by the most aspirational sports cars on the market.

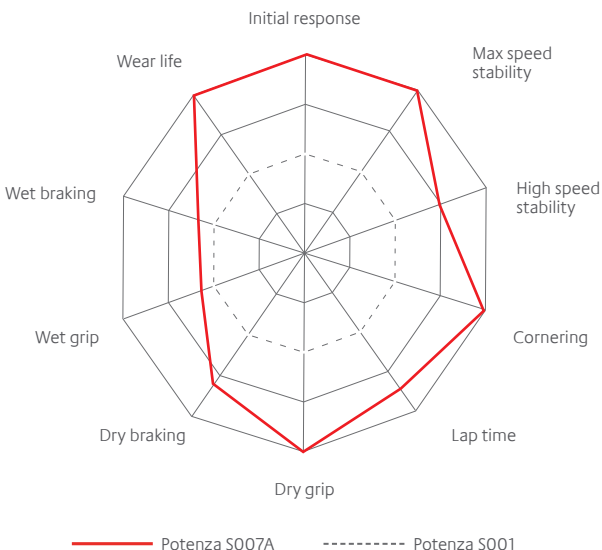
Tyre features and driver benefits

- 1 Multi round block**
Strong grip and braking on wet roads.
- 2 Optimized crown shape**
Maintains uniform contact pressure of tyre to road, improving tyre life.
- 3 Low angle sipes**
Extra control over the tyres, especially during cornering.
- 4 3D-M shaped sipes**
Reinforces the block stiffness and prevents unnecessary block movement.
- 5 Chamfering**
By rounding each block, deformation of tyre is prevented giving a flatter contact area while braking, which delivers shorter braking distance.



Improved Performance

As the new performance benchmark from Bridgestone, Potenza S007A brings better responsiveness, new levels of stability for everyday driving as well as high speed applications, heightened grip and cornering ability, improved braking capabilities and significantly improved wear life compared to previous generation products.



Wear life

S007A is a performance tyre engineered to last. With three-dimensional M shaped sipes reinforcing tread block stiffness, three wide ribs and an optimised crown shape, S007A maintains uniform contact and pressure with the road to maximise the life of the tyre.

Braking performance

With its rounded tread blocks, S007A allows higher contact pressure in order to handle the forces of braking to give enhanced levels of grip, particularly in the wet. Chamfering of the blocks also prevents deformation of the tyre under load by providing a flatter contact area.

Enhanced handling capabilities

The central rib of the S007A has been stiffened for greater stability and increased responsiveness in all conditions. Low angled sipes on the tread face offer heightened control for cornering, while the S007A's sidewall features a Kevlar flipper* to increase rigidity and prevent excessive movement for exceptional high-speed grip.

*Use of Kevlar flipper dependant on tyre size.

Bridgestone Potenza Adrenalin RE003

The Potenza Adrenalin RE003 has raised the bar even higher for sports performance tyres. Cutting-edge technology in the unique tread pattern and tyre's composition has created a performance tyre that delivers an incredible driving experience for sports car drivers and enthusiasts.

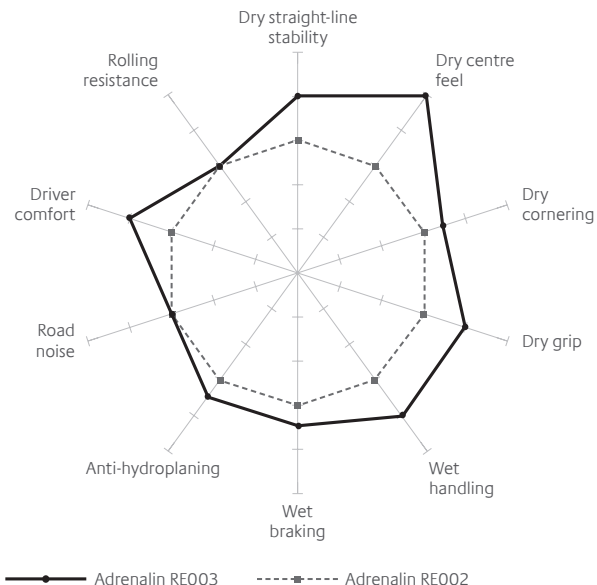
Tyre features and driver benefits

- 1 Wide centre rib**
Provides precise handling and cornering performance.
- 2 Connection block**
Powerful traction in dry conditions.
- 3 Pulse groove and deflectors**
Better drainage and anti-hydroplaning performance.
- 4 Triple and half groove**
Optimises overall rigidity and quickens initial steering response.
- 5 Silica-based compound**
Improves wet-handling performance while maintaining exceptional dry-handling.



Adrenalin RE003 outperforms its predecessor

Compared to its predecessor, Potenza Adrenalin RE003 shows improvements across the board.

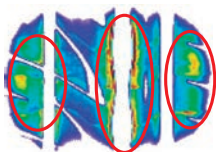


Improved road contact

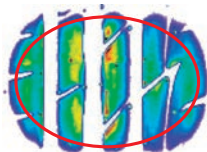
The addition of the half groove to the Adrenalin RE003 gives greater consistency in road contact pressure than the Adrenalin RE002.

This creates a stable contact patch that offers:

- enhanced traction;
- superior cornering performance;
- improved braking in wet conditions; and
- reduced irregular wear.



Adrenalin RE002



Adrenalin RE003

Bridgestone Potenza S001

Chosen by premium sports car makers such as Mercedes-Benz, BMW and Audi, it is the ultimate high performance tyre.

With new optimum block rigidity offering improved traction and braking performance, it combines high-speed capabilities with a more comfortable ride in all conditions.

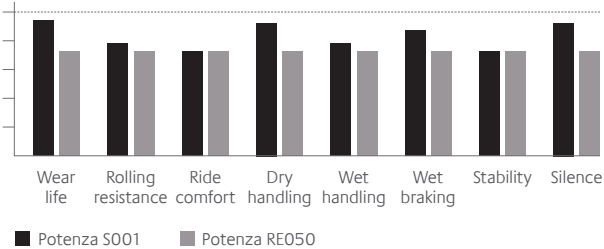
Tyre features and driver benefits

- 1 Slanted lug**
Enhanced traction and braking performance.
- 2 Three main grooves**
Water evacuation and improved wet performance; anti-hydroplaning.
- 3 Semi-slick centre rib**
Improved handling.
- 4 Wide outside shoulder**
Increased tyre rigidity and improved dry performance and handling.
- 5 Three new heat-controlling technologies**
Improved ride comfort and reduced heat generation.



S001 is the ultimate in driving comfort

A sports tyre that is designed with noise reduction in mind. Strengthened casing improves handling and ensures a ride that is comfortable for high performance cars.



S001 features Run-Flat Technology (RFT)

The Bridgestone Potenza S001 features a selection of Run-Flat (RFT) fitments for cars fitted with a TPMS (Tyre Pressure Monitoring System). This revolutionary tyre technology allows you to maintain control and drive safely on a punctured tyre.

The Potenza S001 RFT tyres, the next generation in RFT tyres, features a thinner sidewall plus new heat-suppressing technologies to limit tyre distortion. This means improved safety and ride comfort, plus the bonus of reparability.

S001 is perfectly balanced for wet and dry performance

Improved wet and dry traction through the utilisation of polyethylene terephthalate (PET) to reinforce the sidewalls.



Original equipment patterns (OE)

S001

Original equipment fitments on Volkswagen Golf, Audi A1, A6, A7, RS5, S1 & S6, Opel Astra, Volvo S60, Lexus LF-A, Aston Martin Rapide. RFT fitment available on BMW 1, 2 & 3 Series and Infiniti Q50 GT. MOE fitment available on Mercedes Benz C-Class, S-Class, SL-Class and CLS-Class. Ologic fitment available on BMW i8.

RE050A

The Potenza RE050A is an ultra high performance tyre that uses technology developed through Bridgestone's involvement with Formula One. Chosen by Ferrari and Porsche, it offers dynamic sporty handling with excellent control, stability and steering response.

Original equipment fitments on Holden Commodore, Holden Special Vehicles, Ford Mondeo and Mazda6. RFT fitment available on Mini Cooper and BMW 1,3,5,6 and Z Series. MOE fitment available on Mercedes Benz E-Class. N-Spec fitment available on Porsche 911, Cayman and Boxster.

RE070

Developed for high performance, RE070 delivers an excellent level of grip in both wet and dry conditions. RE070 offers superior cornering performance and traction, while providing excellent resistance to hydroplaning.

RFT fitment available on Nissan GT-R and Lexus LF-A.

S007

The Potenza S007 is Bridgestone's maximum performance tyre designed for high-speed vehicle requiring maximum levels of lateral force due to their sporty setup for the best performance in dry and wet conditions.

Original equipment fitment on Audi RS 4.



Bridgestone MY-02 Sporty Style

The MY-02 Sporty Style delivers aggressive styling and performance without breaking the bank. The low profile provides enhanced steering response, while the 3D triangular grooves prevent the tyre deforming due to side-slip when cornering.

Tyre features and driver benefits

- 1 Lightning groove tread pattern**
Better water dispersal and grip in wet conditions.
- 2 3D triangular block**
Constant road contact and improved handling.
- 3 Flat Contact Patch tread profile**
Less irregular wear and longer wear life.
- 4 5° noise reduction**
Reduced road noise.
- 5 Envelope carcass***
Good ride comfort.

*Available in all 55 series and below sizes, plus selected 60 series and above.





Firestone F01 Fuel Fighter

Featuring Firestone's advanced Fuel Fighter compound, the F01 is designed to optimise fuel efficiency. The progressive compound reduces the energy required to roll the tyre without compromising on braking distance and performance.

The tread pattern of the F01 has been designed to reduce irregular wear and minimise tyre noise.

Tyre features and driver benefits

- 1 Envelope construction**
Maximises riding comfort and enhances manoeuvrability.
- 2 Variation shoulder design**
Reduced irregular wear and vibration that minimises noise.
- 3 3D angle block**
Improves water flow for better traction in wet conditions.
- 4 Super hydro flow groove**
Enhances the channelling of water to minimise aquaplaning.





Firestone TZ700

The Firestone TZ700 offers a great balance between comfort, safety and affordability.

Featuring pronounced stability and safe handling in wet and dry conditions. Offering a smooth, quiet ride, it's the ideal touring tyre for passenger cars.

Tyre features and driver benefits

- 1 Strong centre rib**
Improves handling response.
- 2 Centre rib sipe**
Reduces irregular wear.
- 3 Groove distribution created by computer simulation**
Reduces noise and irregular wear.
- 4 Stiffness of coupled rib**
Improves irregular wear resistance and reduces road noise.
- 5 Uniform block stiffness**
Improves irregular wear resistance.



Supercat

A proven performer in Australia, the Supercat is a mid-level touring tyre that has been engineered to deliver low road noise, stability and safe handling in wet and dry conditions. Made in a wide range of sizes to fit many vehicles, it is also available for trade fitment.

Tyre features and driver benefits

- 1 Even wear tread profile**
Super wear life.
- 2 Made by Bridgestone**
Super quality.
- 3 Tread pattern optimised for low noise**
Super quiet.
- 4 Advanced tyre compound**
Super ride.



Tyre maintenance

It's easy to forget that tyres are a critical safety feature of any car. However, 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.

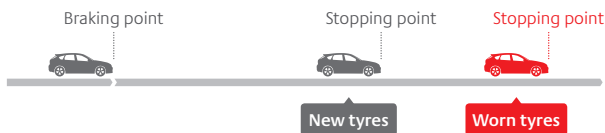
Maintain safe tread depth

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.



*1.5mm tread depth is the minimum legal requirement.

Check the age of your tyres

Unfortunately, there is no hard and fast rule to determining the age at which you should remove your tyres from service. Bridgestone give a 5-year warranty from date of manufacture. 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 'XXX1214' was manufactured in the 12th week of 2014.

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 car 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.

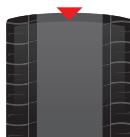
How tyre irregular wear occurs



Irregular shoulder wear
(unbalanced/misaligned)



Shoulder wear
(under-inflation)



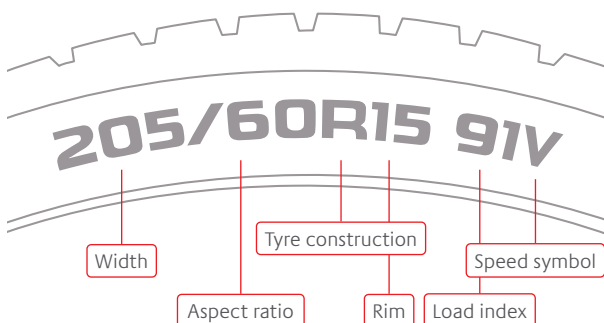
Centre wear
(over-inflation)

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.

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 car 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.

Load index and speed symbol

Load index

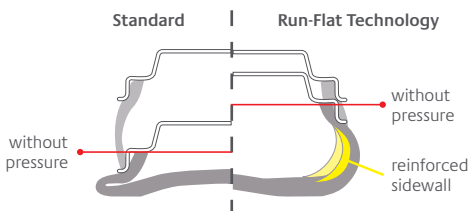
Load index	Max load/tyre (kg)	Load index	Max load/tyre (kg)	Load index	Max load/tyre (kg)
90	600	102	850	113	1150
91	615	103	875	114	1180
92	630	104	900	115	1215
94	670	105	925	116	1250
95	690	106	950	117	1285
96	710	107	975	118	1320
97	730	108	1000	119	1360
98	750	109	1030	120	1400
99	775	110	1060	121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

Speed symbol

Speed symbol	Max speed (km/h)	Speed symbol	Max speed (km/h)	Speed symbol	Max speed (km/h)
N	140	S	180	V	240
Q	160	T	190	W	270
R	170	H	210	Y	300

With regular tyres, a puncture generally means you lose steering control. It also puts you in added danger while changing the tyre on the roadside. With Run-Flat tyres*, if your tyre gets punctured, there's no sudden deflation – meaning you can continue driving safely.

This is because the tyre's thicker sidewall is significantly reinforced and made from heat-resistant rubber. It can safely carry the weight of your car for a short period, despite a total loss of air pressure.



Safety first

Even at a moderately high speed and over a long distance – typically 80 km/h for up to 80 km – your vehicle will remain stable and you'll stay in control. So, you should make it to the next service station without needing to change the tyre. Another advantage is that there's no need to carry a spare tyre – meaning less weight and more storage space.

While this is an important advance in safety, Bridgestone's commitment to continuous improvement has now produced the next generation in Run-Flat tyres.

With a thinner side wall plus two new heat-suppressing technologies that limit tyre distortion – Nano Pro-Tech™ compound and cooling fins – the result is significantly better ride comfort and safety.

Discover the next generation in RFT tyres

The reinforced sidewall is engineered using Bridgestone's new Nano Pro-Tech™ compound.

This revolutionary rubber compound optimises the distribution of carbon molecules to minimise the friction between them.

This means significantly less heat is generated, helping the tyre to hold its shape, even with a new thinner sidewall.

Stay cool and in control

Bridgestone's next generation RFT tyres feature another significant improvement. To suppress heat generation on the outside of the tyre, cooling fins have been added. They disrupt the airflow and direct cool air downwards towards the tyre's surface. Again, this means less heat and a tyre that holds its shape when it has lost all air pressure.

*An on-board tyre pressure monitoring system is mandatory for all Run-Flat tyre fitments and currently they're only fitted to certain late model vehicles.

Fuel saving technology

Is it possible to reduce your fuel consumption simply by changing your tyres?

With Ecopia it is. Using our global research capabilities and cutting-edge technology, we have created a lower rolling resistance tyre – without compromising on the quality and safety that Bridgestone is renowned for.

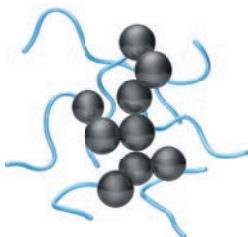
Less fuel required to roll the tyre also means less CO₂ emissions making Ecopia the smarter choice for everyone.

The Ecopia compound. How does it save fuel and reduce CO₂ emissions?

In a conventional tyre compound, carbon molecules inside the tyre clump together, causing friction and generating heat. That leads to energy loss which increases rolling resistance and fuel consumption.

The Ecopia compound features the cutting-edge technology which keeps the carbon molecules dispersed, minimising energy loss, friction and reduces rolling resistance which reflects as less fuel consumption with less CO₂ emission.

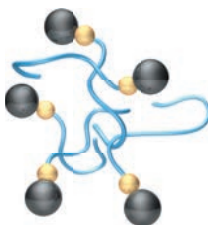
Conventional compound




 Carbon molecule

 Polymer chain

Ecopia compound



 Ecopia molecule

Ologic technology

Bridgestone continues to lead tyre industry innovation with the launch of its ologic, ultra-low rolling resistance technology. The term 'ologic' is the name given to the new tyre technology which combines a large diameter and narrow tread width in cooperation with high inflation pressure to achieve pronounced fuel efficiency and performance. The new technology maintains high levels of grip on both dry and wet road surfaces in addition to delivering significant reductions to CO₂ emission.

Ologic for Solar Cars

Developed in partnership with the Kogakuin University, Bridgestone's ologic technology is based on the concept of the 'large and narrow' tyre. Originally advanced within the solar car environment, ultra-low rolling resistance coupled with a specialised tread design has delivered distinct results for teams competing in the Bridgestone World Solar Challenge.

ologic©

Structure

Achievement of lighter weight and reduced rolling resistance through the use of half-weight technology.

Size

Optimal size (95/80R16) for air resistance and high internal pressure.

Pattern

Newly developed, specialised tread pattern has been fine-tuned for solar car racing.

Tread rubber

Achievement of both reduced rolling resistance and improved wet-grip performance through the use of Nano Pro-Tech™ technology.



Ologic for BMW i3

Further progression has resulted in the incorporation of the ologic technology into Bridgestone's Ecopia EP500 tyres. Specifically designed for the BMW i3 electric vehicle, the EP500 is a positive indicator of progressive technology within the tyre industry.



Commitment to the community

In order to fulfil its mission of “Serving Society with Superior Quality,” Bridgestone Australia continues to demonstrate its commitment to the community through its charitable partnerships and by working closely with organisations around the world which strive to foster the development of our youth and new, environmentally sustainable technologies.

The Olympic Partner Programme

As an official Worldwide Olympic Partner, Bridgestone is proudly supporting athletes the world over on the road to the Olympic Games.

This sponsorship is an opportunity to showcase our company’s commitment to community service, social responsibility, environmental stewardship and sustainability – all tenets of the Olympic Charter and the International Olympic Committee’s Agenda 2020 that mirror Bridgestone’s core values.



Leukaemia Foundation

Bridgestone Australia is proud to have a long-standing association with the Leukaemia Foundation.

Among the foundation’s many essential services, Bridgestone proudly support the Patient Transport Program by providing a fleet of 8 vehicles. Driven by a team of trained volunteers, patients and their families are transported to and from medical, outpatient and other specialist appointments.

To find out more, visit leukaemia.org.au



Bridgestone World Solar Challenge

The biennial challenge see teams from all over the globe chasing the sun in a 3,000km journey from Darwin to Adelaide. It continues to attract the brightest minds from universities, corporations and even high schools.



Showcasing advances in automotive and renewable energy technologies, this event fits neatly with our company ethos. We believe it’s our responsibility to help ensure a healthy environment for current and future generations.

To find out more, visit worldsolarchallenge.org

Commitment to the environment

At Bridgestone, we believe it's our responsibility to help ensure a healthy environment for current and future generations. So, we're constantly looking to minimise the environmental impact of our products and our manufacturing processes.

Ecopia tyres

In Australia over the last decade, we have invested millions of dollars to achieve this. This includes taking steps to control dust and emissions and reduce noise in our factory; monitoring water usage and recycling water; and developing our fuel-saving, low rolling resistance Ecopia tyres.

Ecopia tyres have been independently shown to reduce fuel consumption and CO₂ emissions.

Ecopia tyre markings

The symbols below can be found on tyre sidewalls and denote Ecopia compound has been used in construction.

Ecopia product offering maximum low rolling resistance and fuel saving benefits.

The logo consists of the word "ECOPIA" in a bold, green, sans-serif font.

Product contains Ecopia compound offering some low rolling resistance and fuel saving benefits.

The logo consists of the word "ECOPIA" in a bold, green, sans-serif font, with a stylized green leaf-like graphic element to the left of the letters.

Reduce, reuse, recycle

Bridgestone Select and Bridgestone Service Centres use accredited Australian Tyre Recycling Association members to collect and recycle old tyres. Their Code of Conduct compels them to store and dispose of waste tyres in a way that's ethical, environmentally friendly and authorised by the EPA.

This recycling program diverts tyres from landfill or shipment overseas where they are burned as fuel, instead creating rubber crumb that is used in everything from playground and road surfaces to tile adhesives and compound for new tyres.

Tyre Stewardship

Bridgestone is an active member of the Tyre Stewardship Australia (TSA) in an effort to help address the disposal of 48 million end-of-life tyres created in Australia every year. In 2009-10, only 16 per cent of end-of-life tyres in Australia were recycled*. The immediate aim of the Tyre Stewardship Scheme, administered by the TSA, is to increase the recycling rate to 50 per cent over five years.

As a participant in the Tyre Product Stewardship Scheme, Bridgestone recognises sustainable end-of-life tyre management and aims to reassure our customers that they're buying tyres from a retailer committed to responsible practices. The scheme underlines Bridgestone's continued global commitment to the environment.

**Study in to domestic and international fate of end of life tyres - Final Report*, 2012, COAG Standing Council on Environment and Water.



BRIDGESTONE

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