

**BRIDGESTONE**

# 4x4 and SUV Tyre Product Guide



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](http://bridgestonetyres.com.au/why-bridgestone)

# Contents

---

Why Bridgestone? .....	2
Choose your terrain .....	4
<b>Bridgestone Dueler</b>	
M/T 674.....	6
M/T 673.....	7
A/T 697 .....	8
Original equipment patterns.....	10
<b>Bridgestone Alenza</b>	
001 .....	14
<b>Bridgestone Ecopia</b>	
EP850.....	18
Original equipment patterns.....	20
<b>Firestone Destination</b>	
A/T .....	22
LE-02 .....	23
<b>Supercat</b>	
A/T .....	26
H/T .....	27
<b>Tyre maintenance</b> .....	28
Metric tyre sizes.....	30
Imperial tyre sizes.....	31
Load index and speed symbol .....	32
Introducing ologic .....	33
Run-Flat Technology .....	34
Commitment to the community .....	35
Commitment to the environment.....	36

# 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

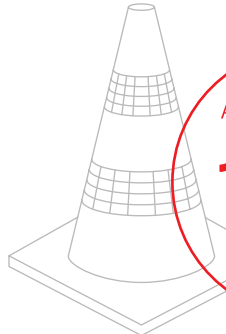


Bridgestone tyres are tested at

**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

# Choose your terrain

---

Whether you're going off-road on a rugged outback track or looking for performance on the highway, there's a 4x4 or SUV tyre to suit your terrain.

## **Mud terrain - M/T**

- ① Come out on top with the traction, stability and toughness you need.

## **All terrain - A/T**

- ② Take it on-road or off-road with legendary performance and durability.

## **Highway terrain - H/T (Ecopia EP850)**

- ③ Enjoy the freedom of the open road with a quieter, more comfortable ride.

## **Highway performance - H/P (Alenza 001)**

- ④ Shift up a gear on the highway and experience enhanced grip in wet and dry conditions with the responsiveness you need.





Whether you're tackling  
the harshest 4WD terrain  
or hitting the highway,  
there's a hard-working  
Dueler tyre for you.

***DUELER***

## Bridgestone Dueler M/T 674

The Dueler M/T 674 tyre been designed to meet the hardcore demands of off-road driving, even through heavy mud.

Incorporating revolutionary 3D technology to offer superior durability and off-road performance, it provides maximum traction and control.

### Tyre features and driver benefits

- 1 Aggressive tread design featuring 3D grooves**  
Cuts through mud and self-cleans the tyre as you drive delivering unprecedented levels of traction and control in heavy mud.
- 2 Innovative tread design**  
Centre wear has been dramatically reduced, delivering extended tyre life
- 3 Reinforced upper sidewall**  
Light truck casing construction and chip and cut-resistant rubber compound provide superior durability.





## Bridgestone Dueler M/T 673

A premium quality 4WD tyre designed primarily to take on muddy off-road conditions. It delivers excellent off-road traction, stability and steering response.

### Tyre features and driver benefits

- 1 Aggressive tread pattern**  
Superior off-road traction
- 2 Long link carbon**  
Increased tread wear resistance
- 3 Reinforced polyester body plies**  
Increased stability and steering response
- 4 Sidewall protection**  
Cut and tear resistance
- 5 Large tapered lugs**  
Excellent off-road traction
- 6 Strong light truck construction**  
Increased puncture resistance



## Bridgestone Dueler A/T 697

The ultimate 4WD all-terrain tyre, designed and tested to withstand Australia's harshest outback conditions.

Superior wear life on and off road, and better resistance to cutting and chipping make it the number one choice for all-terrain adventuring.

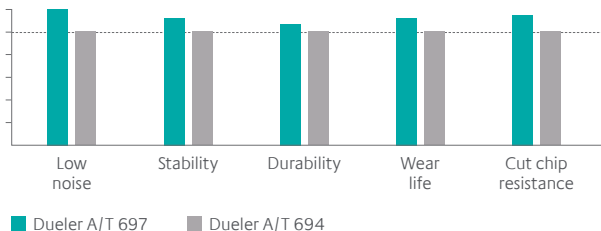
### Tyre features and driver benefits

- 1 Larger-mass tread blocks**  
Improved wear life and cut chip resistance
- 2 Less shoulder sipes**  
Reduced irregular wear
- 3 Redesigned tread pattern**  
Improved wear life
- 4 Light truck construction in most sizes**  
Increased puncture resistance
- 5 Optimised shoulder block shapes**  
Reduced irregular wear
- 6 Dual compound tread**  
Improved heat durability
- 7 Aggressive tread pattern**  
Superior off-road traction



## A/T 697 outperforms its predecessor

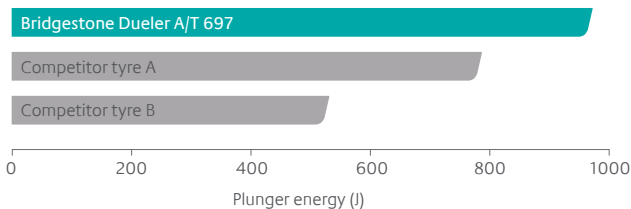
Compared to 694, Dueler A/T 697 shows improvements in handling stability, durability, wear life, cut chip resistance and quietness, making it an outstanding all-terrain tyre.



## A/T 697 puncture test outperforms competitors

Extensive testing on the A/T 697 tyres has shown that compared to other popular brands the Dueler A/T 697 had the deepest distance of penetration when undergoing puncture testing.

That means it takes more to puncture these tyres than many other all-terrain tyres on the market\*.



\*Testing was conducted as per the Tyre Strength (Breaking Energy) Test as specified in FMVSS119 (US National Highway Traffic Safety Administration – Federal Motor Vehicle Safety Standards 119) where a cylindrical steel plunger with a hemispherical end and a diameter of 19mm is forced perpendicularly into the tread. Tyre size was LT265/75R16 mounted to a 7.5J rim and inflated to 550 kPa.

## Original equipment patterns (OE)

### H/T 684 I, II and III

Bridgestone's 4x4 tyre features a modern tread pattern for excellent handling stability and a quieter, smoother, more comfortable highway ride.

Original equipment fitments on Ford Ranger, Mazda BT-50, Mitsubishi Outlander and Volkswagen Amarok.

### H/T 687

Designed as a premium highway tyre for SUVs and 4x4s, the Dueler H/T 687 delivers sedan-like comfort plus superior performance in wet and dry conditions.

Original equipment fitments on Nissan X-Trail, Toyota RAV4 and Suzuki Grand Vitara.

### H/T 689

Designed for highway use, the Dueler H/T 689 offers superior grip and handling on both wet and dry surfaces. The tyre's rounded casing profile delivers an extremely smooth ride with low tyre noise – making for an ultimately comfortable drive.

Original equipment fitments on Mitsubishi Triton, Holden Colorado and Isuzu D-MAX.

### H/T 840

Designed as a premium highway tyre for SUVs and 4x4s that require maximum ride quality and road holding. It delivers superior dry and wet road performance without sacrificing ride comfort.

Original equipment fitments on Toyota Hilux, Mitsubishi Triton and Mitsubishi Pajero.

### H/T 470

The Dueler H/T 470 is a premium highway tyre designed as original equipment for Honda's luxury SUVs. It offers a superior, more comfortable ride and exceptional handling in wet and dry conditions.

Original equipment fitment on the Honda CR-V.



---

### **H/L 400**

The Dueler H/L 400 OE is a highway tyre for luxury SUVs and 4x4s, combining performance with a quiet, comfortable ride.

Original equipment fitments on Mazda CX-7, Mazda CX-9 and Toyota Kluger.

### **H/L 33**

The Dueler H/L 33 is a premium highway tyre fitted as original equipment on selected luxury SUVs. For highway and city driving, it offers a quiet and comfortable ride without compromising on performance.

Original equipment fitments on Lexus NX and RX Range.

### **A/T 693**

Designed to meet the demands of high performance 4x4s, this all-terrain tyre offers excellent performance off road without compromising on highway comfort or handling.

Original equipment fitments on Holden Colorado, Isuzu D-MAX and Nissan Patrol.

### **H/P Sport**

The Dueler H/P Sport is designed to give SUVs the driving characteristics of a high-performance vehicle.

Originally developed as equipment for many of today's leading vehicle brands, the tyre delivers excellent handling, steering and in-car comfort.

Original equipment fitments on Mini Cooper Countryman, Volkswagen Tiguan & Amarok, Nissan QASHQAI & Murano, Audi Q3, Q5 & Q7, Subaru Outback & Liberty, Jeep Grand Cherokee, Porsche Cayenne, Mercedes-Benz GLC-Class & GLA-Class, Lexus NX, BMW X5 & X6 and Nissan Pathfinder.







Exclusively designed for  
luxury SUVs to deliver a  
dynamic and luxurious  
driving experience.

ALENZA

# ALENZA

## Alenza 001

Designed for luxury SUVs, Bridgestone Alenza 001 is exclusively engineered to maximise the potential on both wet and dry roads in confidence and comfort.

Offering high-level braking performance, outstanding tyre life, and enhanced grip on wet and dry roads, Bridgestone Alenza tyres are engineered to deliver a dynamic and luxurious driving experience.

### Tyre features and driver benefits

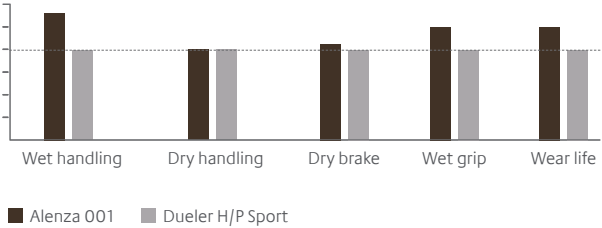
- 1 Multi-round block structure**  
Superb riding comfort and excellent steering performance
- 2 Chamfering**  
Excellent safety in both wet and dry conditions
- 3 3D M-shaped sipe**  
Engineered to provide long wear life





### Alenza 001 compared to predecessor

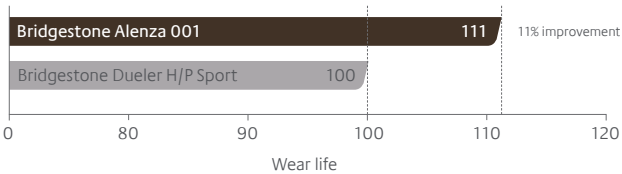
Compared to the Dueler H/P Sport, Alenza 001 shows improvement in wet handling, dry brake, wet grip and wear, making it an outstanding highway tyre.



### Alenza 001 improved wear life

Under controlled test conditions Alenza 001 wear life is improved by 11% when compared with Dueler H/P Sport.

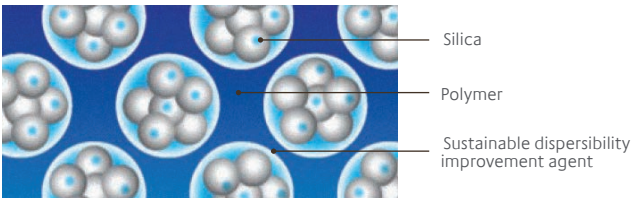
Tyre size 255/50R19, vehicle Lexus RX450, pressure 230 kPa, distance 10,000km



### Nano Pro-Tech Rubber

Nano Pro-Tech™ rubber suppresses heat generation for greater fuel efficiency and extended tyre life. The silica-containing rubber is bonded with polymer, improving performance in wet and low-temperature conditions.

While conventional silica can result in energy loss due to particles rubbing against each other, a nanotechnology process developed at a scale of a millionth of a millimetre enhances performance by controlling the rubber's structure. The process ensures silica is dispersed with compound adopting Nano Pro-Tech, boosting heat and abrasion resistance and reducing tyre wear.







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

***ECOPIA***

## Bridgestone Ecopia EP850

The EP850 is a tyre that truly reflects Bridgestone's advanced technology and commitment to innovation.

The ideal SUV and 4x4 tyre for city and highway driving, it offers superior ride comfort, handling and wear life plus Ecopia fuel saving technology.

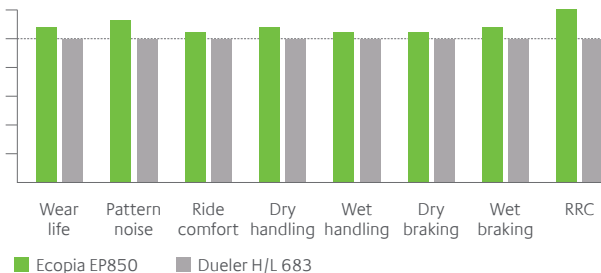
### Tyre features and driver benefits

- 1 Lower rolling resistance**  
Improved fuel efficiency and reduced CO<sub>2</sub> emissions
- 2 3D tread grooves**  
Superior grip and responsive handling
- 3 Combination of short and narrow grooves**  
Reduce tread pattern noise
- 4 Optimally distributed edges**  
Minimise tread wear
- 5 High angle lug blocks**  
Improve braking performance

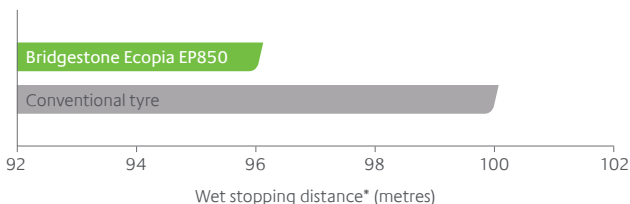


## EP850 is the ideal SUV tyre for city and highway driving

Ecopia EP850 is superior to Dueler D683 in all key performance characteristics with the additional benefit of lower rolling resistance technology.



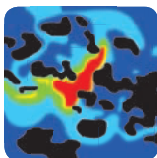
## EP850 has superior wet braking performance



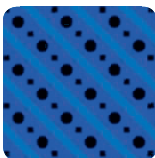
## EP850 utilises cutting edge technology

The Ecopia EP850 has an advanced tyre compound which results in almost 20% less rolling resistance<sup>#</sup> and improved fuel efficiency by up to 3.6%<sup>^</sup>.

Friction between carbon molecules in a conventional tyre generates heat and leads to energy loss. The EP850 has polymer and carbon molecules that fuse together in an optimal arrangement to minimise energy loss from heat.



Conventional tyre



Ecopia EP850

\*Test conditions: vehicle - Honda CR-V; tyre used - Dueler H/L 683 (225/65R17); rim - 6.5x17; pressure - 210kPa. <sup>#</sup>Compared with Dueler D683. <sup>^</sup>Product independently tested in accordance with ADR 81/02 on 2012 Mitsubishi Challenger fitted with tyre size 245/70R16 111H. Actual fuel consumption and CO<sub>2</sub> emissions depend on factors such as traffic conditions, vehicle condition and driving style. Ecopia tyre comparison performed against conventional tyres.

## Original equipment patterns (OE)

### H/L 422 Plus

The Ecopia H/L 422 Plus has been developed to meet vehicle manufacturers' strict performance targets.

It features Bridgestone's Ecopia low rolling resistance compound for fuel saving efficiency without compromising on safety. While tread design elements create low pattern noise and provide a large number of edges to bite into the road for excellent wet traction

Original equipment fitments on Toyota RAV4, Nissan X-TRAIL and Mazda CX-9.

H/L 422 Plus





From main roads to  
rugged tracks, the  
Firestone SUV and 4x4  
range is well suited to  
Australian conditions.

**Firestone**



## Destination A/T

The Firestone Destination A/T is an all-terrain tyre for SUVs and light trucks that's suited to Australian conditions.

From main roads to rugged tracks, it offers excellent grip, stability and ride comfort in wet and dry conditions.

### Tyre features and driver benefits

- 1 Open aggressive tread block**  
Superior grip and handling on muddy roads
- 2 Computer generated tread design**  
Reduce irregular tread wear







## Destination LE-02

The successor to the popular Destination LE-01, the Destination LE-02 features improved handling and braking in the dry plus longer wear life.

This well-balanced highway tyre for SUVs and 4x4s, provides good ride comfort and lower rolling resistance to improve fuel efficiency at no compromise to wet handling or braking.

### Tyre features and driver benefits

- 1 Centre cross sipe**  
Improves wear life
- 2 Centre narrow groove**  
Improved handling performance and stability, plus better traction in wet conditions
- 3 Rib combination lug and shoulder sipe**  
Reduced road noise when driving







For city trips or heading  
out further – off road,  
the Supercat offers  
value for money without  
compromise.

**SUPERCAT**

## Supercat A/T

Designed for Australian conditions, Supercat A/T delivers strong results in cut and chip resistance, wear life as well as wet handling and braking.

With up to 10.5mm of tread and light truck construction across all sizes this Supercat is a versatile, durable product for a wide range of applications.

### Tyre features and driver benefits

- 1 Light truck construction**  
Improved puncture resistance
- 2 Deep tread**  
Improved wear life
- 3 Aggressive tread pattern**  
Strong handling capabilities



## Supercat H/T

A proven performer in Australia, this Supercat is a mid-level highway terrain tyre that has been engineered to deliver low road noise, stability and safe handling in wet and dry conditions.

### Tyre features and driver benefits

- 1 Good grip in wet and dry conditions during braking, steering and acceleration**  
Super handling
- 2 Good ride comfort and increased stability**  
Super ride
- 3 Reduced road noise**  
Super quiet
- 4 Improved tyre life**  
Super wear life



# 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.

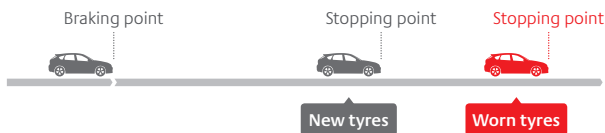
## Maintain safe tread depth

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.

# Tyre maintenance

---

## 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.

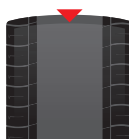
## How tyre irregular wear occurs



**Irregular shoulder wear**  
(unbalanced/misaligned)



**Shoulder wear**  
(under-inflation)



**Centre wear**  
(over-inflation)

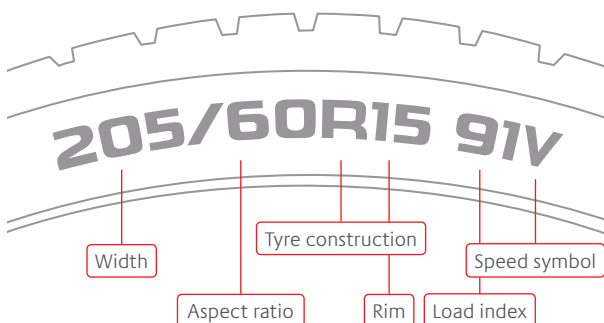
## Get a professional wheel alignment regularly

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.

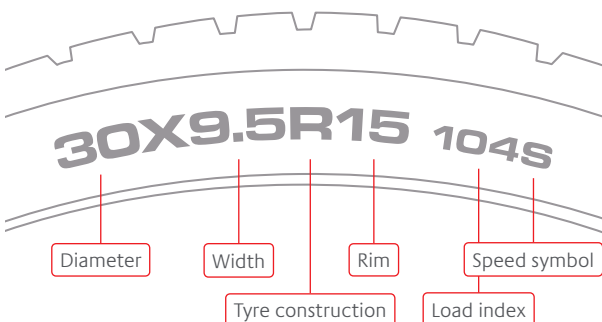
## Speed symbol

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.



# Imperial tyre sizes

---



## Overall diameter

30 indicates the overall height of the tyre in inches.

## Width

9.5 indicates the section width of a tyre in inches.

## 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

104 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

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

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

# 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 CO<sub>2</sub> 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.



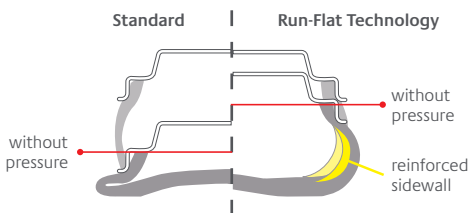
## Ologic for BMW i3

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.



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.

# 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](http://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](http://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 CO<sub>2</sub> 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 shape above the letters "O" and "P".

---

## 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**

**Bridgestone Australia Ltd.**

ABN 65 007 516 841

For any feedback contact  
Bridgestone Head Office  
on 08 8206 0200

[bridgestonetyres.com.au](http://bridgestonetyres.com.au)