





Summer '25

**BRIDGESTONE**  
*Solutions for your journey*

# Top 20 sizes for cars

These Sizes are Dominating the Replacement Market

 ≥18	<b>BRIDGESTONE</b> <b>TURANZA 6</b> ENLITEN	<b>Firestone</b> <b>ROADHAWK 2</b> ENLITEN	 ≥17	<b>BRIDGESTONE</b> <b>TURANZA</b> ALL SEASON 6 ENLITEN	<b>Firestone</b> <b>MULTISEASON</b> GEN 02
225/40 R18 92Y	22377	21517	225/45 R17 94W	23924	16750 (H)
225/45 R18 95Y	22375	21518	225/40 R18 92Y	23935	16755
245/45 R18 100Y	22384	22444	215/55 R17 98W	23920	16753
225/55 R18 98V	20549	21516	225/55 R18 102V	23938	28598
255/35 R19 96Y	22397	26721	205/55 R17 95V	23916	16762
235/35 R19 91Y	22391	26718	225/45 R17 94V	23923	16749
245/40 R18 97Y	22381	22445	215/60 R17 100V	23921	16768
235/55 R18 100V	20553	26730	215/55 R18 99V	23934	16770
235/45 R18 98Y	22380	22440	225/50 R17 98V	23925	16756
215/55 R18 99V	20546	20641	235/55 R18 104V	23943	28601
245/45 R19 102Y	22395	26719	215/50 R17 95W	23919	16757
225/40 R19 93Y	26022	32781	205/45 R17 88V	23913	28595
225/50 R18 99W	22376	/	235/55 R19 105W	23960	28602
245/40 R19 98Y	22393	22451	225/55 R17 101W	23926	16752
215/50 R18 92W	26012	26707	205/50 R17 93V	23914	16724
235/40 R18 95Y	22379	22442	235/45 R18 98Y	23941	28599
235/50 R19 99V	20562	32780	205/50 R17 93W	23915	16726 (H)
235/40 R19 96Y	22392	26720	235/55 R17 103V	23930	16773
225/55 R19 99V	20560	20660	215/65 R17 103V	23922	/
245/35 R20 95Y	21550 (Potenza Sport)	28588 (Firehawk Sport)	245/45 R18 100Y	23947	28603



# Top 10 sizes for vans

These Sizes are Dominating the Replacement Market

	NEW			NEW	
	<b>BRIDGESTONE</b> <b>DURAVIS</b> VAN ENLITEN	<b>Firestone</b> VANHAWK 3 ENLITEN		<b>BRIDGESTONE</b> <b>DURAVIS</b> ALL SEASON EVO ENLITEN	<b>Firestone</b> VANHAWK MULTISEASON
205/65 R16 107T	20894	23872 (R)	215/65 R16 109T	20798	20855
215/70 R15 109S	20885	23865	225/65 R16 112R	20800	20859
235/65 R16 115R	20905	25774	235/65 R16 115R	20801	28538
215/65 R16 109T	20896	23876 (R)	205/65 R16 107T	20796	20851
195/75 R16 107R	20889 (T)	23871 (T)	195/75 R16 107R	20794	20849
225/65 R16 112R	20902 (T)	23878	215/70 R15 109S	22954	20842 (T)
195/70 R15 104R	20881 (S)	23868 (H)	225/75 R16 121R	20799	20858
225/65 R16 112T	20902	23878 (R)	235/65 R16 121R	22959	20860
195/75 R16 110R	20890	23860 (T)	195/75 R16 110R	28539	/
215/65 R15 104T	20886	23864 (S)	205/75 R16 113R	22961	/





# Products



# ENLITEN Technology

Integrated over our top selling products, across the seasons



**TURANZA 6**  
ENLITEN

**TURANZA  
ALL SEASON 6**  
ENLITEN

**BLIZZAK 6**  
ENLITEN



# All Top-Selling Products

meet the requirements of vehicles of **all drive trains**, including those of EVs



Our main flagship patterns are EV-ready while remaining fit for ICE



While 100 % of our line-up is EV-compatible

**ENLITEN**  
TECHNOLOGY

**FOR ALL**

Discover the advantages for your business and customers



# Recognise our Tyres with Enliten Technology

By the Enliten Marking on the Sidewall



# Enliten Technology

Integrated over our van tyres,  
across the seasons



**1**  
ENLITEN  
TECHNOLOGY  
**FOR  
ALL**

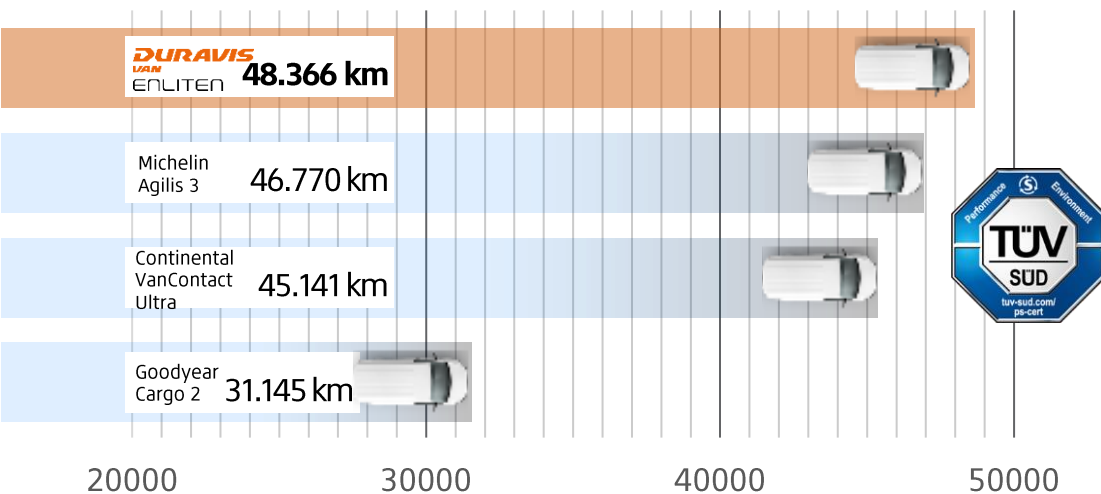




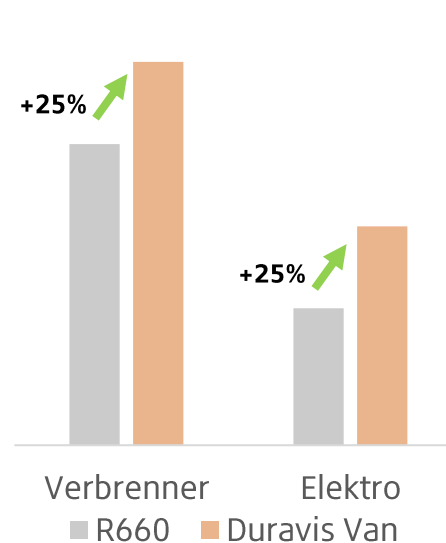
# Improved Mileage Performance

Confirmed by TÜV Süd and Fleets

Thanks to Duravis Van ENLITEN, fleets can travel **on average 7 347 km more** in comparison to its competitors = **7x from Paris to Berlin**



**25% additional mileage** vs predecessor Duravis R660, confirmed by end users <sup>2</sup>



“ Noticeably lower fuel consumption compared to predecessor.  
Great performance in the wet and low rolling noise level... ”  
Tino Müller  
Fleet Manager KKT

1) Tests carried out by TÜV SÜD on the request of Bridgestone in July and September 2022 with VW Caravelle 2.0 TDI, on tyre size 205/65 R16C Duravis Van compared to the performances of main competitors in the same segment: Michelin Agilis 3, Continental VanContact Ultra, Goodyear EfficientGrip Cargo2. TÜV SÜD Report No. 713262236.

2) Consolidated mileage data from 3 fleet tests in Germany:  
 • Hamburg (Stadtverkehr und Kurzstrecke mit EV)  
 • Chemnitz (Landstraße & Stadtverkehr)  
 • Mühlhausen (Landstraße und Langstrecke)



**DURAVIS**  
ALL SEASON EVO  
ENLITEN

NEW

Prepared to perform  
for your business's  
efficiency, all year round



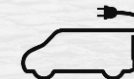
**IMPROVED MILEAGE <sup>1</sup>**  
+15% improvement on mileage vs predecessor



**BEST-IN-CLASS WET GRIP  
AND WINTER READY**



**INCREASED FUEL / ENERGY EFFICIENCY <sup>1</sup>**  
-15% rolling resistance vs predecessor



**EVREADY**

1. Based on internal benchmark Duravis All Season EVO vs Duravis All Season (ref. size 205/65 R16C)



**DURAVIS**  
ALL SEASON EVO  
ENLITEN

NEW



### Providing



#### Improved mileage

15% more mileage vs. previous generation <sup>1)</sup>



#### Improved fuel/energy efficiency

15% reduced rolling resistance vs. previous generation <sup>1)</sup>



#### EVREADY

### Without compromising on



#### Best-in-class Wet Grip Label

EU label grade A for Wet grip Index



#### Winter Ready tyre

Three-Peak Mountain SnowFlake marking



1. Based on internal benchmark Duravis All Season EVO vs Duravis All Season (ref. size 205/65 R16C)



**DURAVIS**  
ALL SEASON EVO  
ENLITEN

NEW

**24** SIZES  
3 NEW

**6** 10 PR  
1 NEW

STARTING  
JANUARY **2025**

10 PR



INCH	ART.-NR.	SIZE	INCH	ART.-NR.	SIZE
<b>15"</b>	20791	195/70 R15 104 T	<b>16"</b>	20793	195/65 R16 104 T
	22954	215/70 R15 109 S		20796	205/65 R16 107 T
	22955	225/70 R15 112 S		22958	215/65 R16 106 T
	22953	215/65 R15 104 T		20798	215/65 R16 109 T
<b>16"</b>	22960	185/75 R16 104 R		20800	225/65 R16 112 R
	20794	195/75 R16 107 R		20801	235/65 R16 115 R
	28539	195/75 R16 110 R		22959	235/65 R16 121 R
	20795	205/75 R16 110 R		22956	195/60 R16 99 H
	22961	205/75 R16 113 R		22957	215/60 R16 103 T
	20797	215/75 R16 113 R		20792	215/60 R17 109 T
	22962	215/75 R16 116 R	<b>17"</b>	22964	235/60 R17 117 R
20799	225/75 R16 121 R	22963		225/55 R17 109 H	



# Our Premium Tyre Range

Car/SUV – Touring

Car/SUV – Performance

Car/SUV – semi-slick

Van

Summer



**TURANZA 6**  
ENLITEN



**POTENZA SPORT**



**POTENZA RACE**



**DURAVIS VAN**  
ENLITEN

Inch	16 – 22"
Replacement Sizes (≥ 17")	137 (111)
Warranty Sizes (≥ 17")	44 (42)

Inch	17 – 22"
Replacement Sizes (≥ 17")	102 (102)
Warranty Sizes (≥ 17")	60 (60)

Inch	17 – 20"
Replacement Sizes (≥ 17")	14 (14)
Warranty Sizes (≥ 17")	3 (3)

Inch	15 – 17"
Replacement Sizes (≥ 17")	26 (3)
Warranty Sizes (≥ 17")	-

Car/SUV – Touring

4x4

Van

All Season



**TURANZA ALL SEASON 6**  
ENLITEN



With DriveGuard  
Run-Flat Technology



**DUELER ALL-TERRAIN**



**DURAVIS ALL SEASON EVO**  
ENLITEN

NEW

Inch	16 – 21"
Replacement Sizes (≥ 17")	94 (78)
Warranty Sizes (≥ 17")	-

Inch	16 – 19"
Replacement Sizes (≥ 17")	20 (17)
Warranty Sizes (≥ 17")	-

Inch	15 – 19"
Replacement Sizes (≥ 17")	42 (21)
Warranty Sizes (≥ 17")	2 (2)

Inch	15 – 17"
Replacement Sizes (≥ 17")	24 (3)
Warranty Sizes (≥ 17")	-

1) 15" remains available in Turanza T005.





ALWAYS DEPENDABLE

PRODUCTS



**Firestone**  
ALWAYS DEPENDABLE

**VANHAWK 3**

**ENLITEN**

**NEW**

**The ultimate reliability  
to keep on delivering**



### **Longer mileage**

13% more mileage vs previous generation <sup>1)</sup>



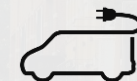
### **Improved fuel / energy efficiency**

10% reduced rolling resistance vs previous generation <sup>1)</sup>



### **Shorter braking distance on wet roads**

13% improved on wet braking vs previous generation <sup>1)</sup>



**EVREADY**

1) Based on the internal tests carried out on Firestone VANHAWK 3 vs Firestone VANHAWK 2, ref. Size 205/65 R16C.)



**VANHAWK 3**

**ENLITEN**

**NEW**



### Providing



**Longer mileage**  
13 % more mileage vs. previous generation <sup>1)</sup>



**Improved fuel/energy efficiency**  
10% reduced rolling resistance vs. previous generation <sup>1)</sup>



**EVREADY**

### Without compromising on



**Shorter braking distance on wet roads**  
13 % improvement on wet braking vs previous generation <sup>1)</sup>



<sup>1)</sup> Based on the internal tests carried out on Firestone VANHAWK 3 vs Firestone VANHAWK 2, ref. Size 205/65 R16C.)





# VANHAWK 3

ENLITEN

NEW



**23** SIZES  
6 NEW

**4** 10 PR  
4 NEW

STARTING  
JANUARY  
**2025**

10 PR

RIM	IPC	SIZE	
<b>15"</b>	23859	195/70 R15C 104 102S	
	6 sizes	23860	205/65 R15C 102 100T
		23862	205/70 R15C 106 104R
	23863	215/65 R15C 104 102T	
	23864	215/70 R15C 109 107S	
	23865	225/70 R15C 112 110S	
<b>16"</b>	23867	185/75 R16C 104 102R	
	15 sizes	23868	195/60 R16C 99 97H
		23869	195/65 R16C 104 102T
	23870	195/75 R16C 107 105T	
	26639	195/75 R16C 110 108R	
	23871	205/65 R16C 107 105T	

RIM	IPC	SIZE
	25776	205/75 R16C 113 111R
	23872	205/75 R16C 110 108R
	23873	215/60 R16C 103 101T
	23875	215/65 R16C 109 107T
	23876	215/75 R16C 113 111R
	25775	215/75 R16C 116 114R
	23877	225/65 R16C 112 110T
	25774	225/75 R16C 121 120R
<b>17"</b> 2 sizes	23878	235/65 R16C 115 113R
	28873	215/60 R17C 109 107T
	28874	225/55 R17C 109 107H



# New Sizes in 2025

**ROADHAWK 2**  
ENLITEN



**VANHAWK**  
MULTISEASON



**NEW**

**24**  
NEW 16"  
SIZES

INCH	ART.-NR.	SIZE
16"	21473	205/55 R16 91V
	21475	205/55 R16 91H
	21474	205/55 R16 94V XL
	21480	205/55 R16 91W
	21472	195/55 R16 87H
	21484	215/60 R16 99H XL
	21485	215/45 R16 90V XL
	21483	215/60 R16 99V XL
	21471	195/55 R16 87V
	21469	195/60 R16 89V
	21477	205/60 R16 92H
	21478	205/60 R16 92V

ART.-NR.	SIZE
21489	225/55 R16 99Y XL
21490	225/55 R16 95V
21479	205/50 R16 87V
21492	225/60 R16 98Y
21476	205/50 R16 87W
21491	225/60 R16 102V XL
26703	195/45 R16 84V XL
21481	215/55 R16 97Y XL
21486	215/55 R16 93V
21470	195/50 R16 88V XL
21468	185/55 R16 83V
20618	235/60 R16 104H XL

**2**

NEW 17"  
SIZES

INCH	ART.-NR.	SIZE	PR
17"	29669	215/60 R17 109/107T	8
	29670	225/55 R17 109/107T	8



# Firestone Tyre Range

**SUMMER**



Car/SUV- Touring

**ROADHAWK 2  
ENLITEN**



114 sizes | 16 – 21" <sup>1</sup>

Car/SUV- Performance

**FIREHAWK  
SPORT**



36 sizes | 18 – 20"

Van

**NEW**

**VANHAWK 3  
ENLITEN**



23 sizes | 15 – 17"

**ALL SEASON**



Car/SUV- Touring

**MULTISEASON  
GEN 02**



54 sizes | 14 – 19"

Van

**VANHAWK  
MULTISEASON**



22 sizes | 15 – 17"

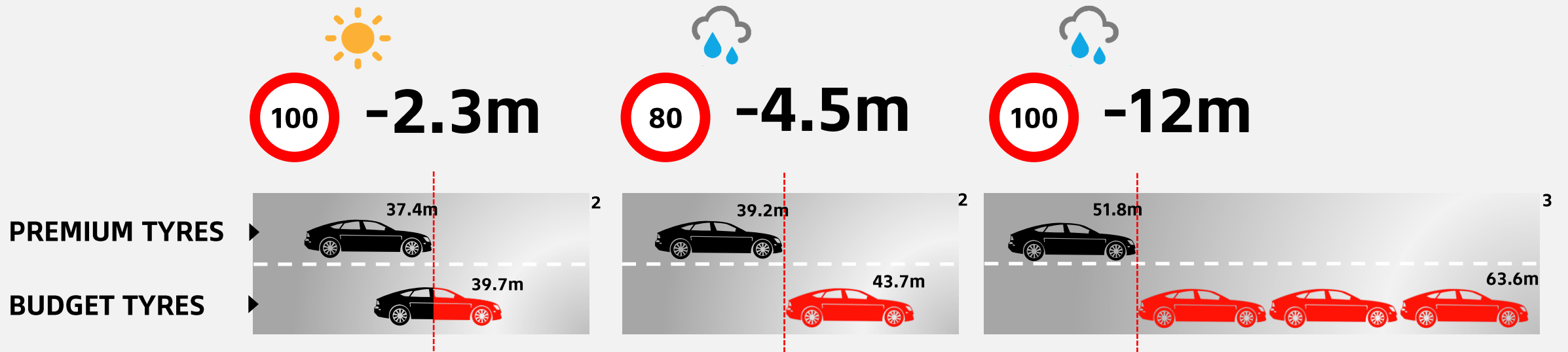
1) Rank 4 of 11



# Premium Tyres Make the Difference

More Safety, Better Sustainability, Higher Efficiency

## Safety - stopping distance



## Premium tyres will support you to stop in time

<sup>1</sup> Definitions of premium/budget tyres based on Europol • <sup>2</sup> Data from [www.adac.de/sommerreifentest](http://www.adac.de/sommerreifentest) Braking distance 100-0kph on dry; 80-0kph on wet •

<sup>3</sup> Data from summer tyre test 2023: AUTO BILD ALLRAD 225/65R17 - Braking distance 100-0kph



# Premium Tyres Make the Difference

More Safety, Better Sustainability, Higher Efficiency

## Sustainability



### -0.3kg

**Tyre weight: Budget tyres are heavier than premium tyres**

Premium tyres 8.4 kg

Budget Tyres 8.7 kg

A saving of well over 1kg for a full set of tyres



### -13.3 mg/km/t

**Improved abrasion resistance: Premium tyres have higher abrasion resistance**

Premium tyres 67.4 mg/km/t

Budget Tyres 80.7 mg/km/t

### 20%

A 20% improvement with considerably less materials dispersed into the environment



## Premium tyres weigh less and have higher abrasion resistance

Definitions of premium/budget tyres based on Europool • Unless stated otherwise, all data from [www.adac.de/sommerreifentest](http://www.adac.de/sommerreifentest)



# Premium Tyres Make the Difference

More Safety, Better Sustainability, Higher Efficiency

## Longevity

 **+12,195km** 

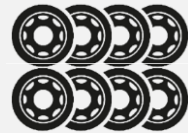


A significant increase in longevity and use:  
the equivalent of driving from Paris to Bangkok

**Premium tyres 49,010 km**

**Budget Tyres 36,815...**

Increase customer loyalty by offering  
a tyre which will keep him going longer



Budget tyres:  
an additional  
set of tyres to  
be mounted



Premium tyres:  
one set of tyres

**= +/- €100<sup>1</sup>**  
**saving on charges for fitting**

## Premium tyres last longer

Definitions of premium/budget tyres based on Europool • Unless stated otherwise, all data from [www.adac.de/sommerreifentest](http://www.adac.de/sommerreifentest)

<sup>1</sup> Internal estimation based on market research



# EU Tyre Label

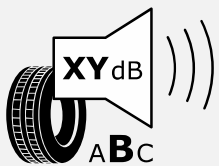


## FUEL EFFICIENCY <sup>1)</sup>



Low rolling resistance tyres that are properly inflated can have as much as a 10% savings impact.

## EXTERIOR NOISE <sup>5)</sup>

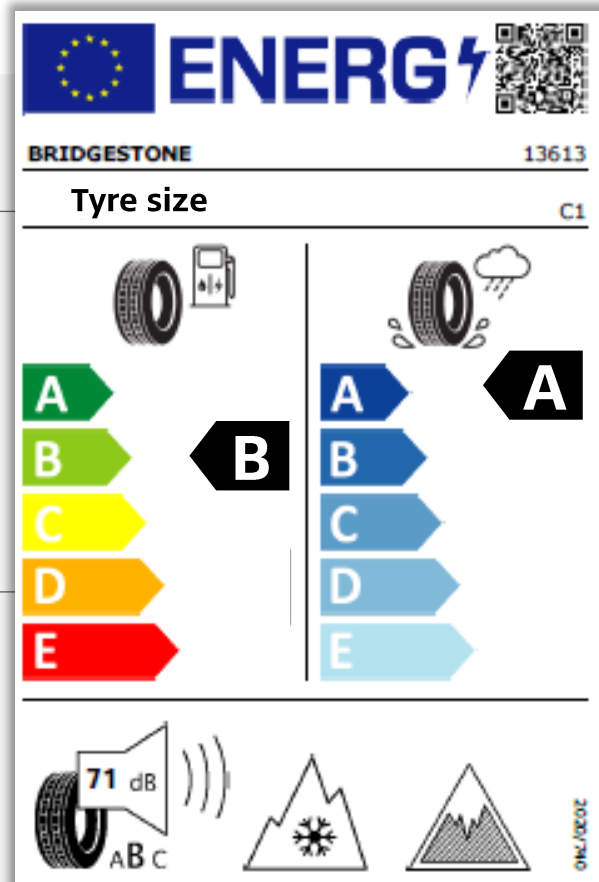


VS EU limit

≥3dB below **A**

Between 0dB & < 3dB below **B**

≥ 3dB above **C**



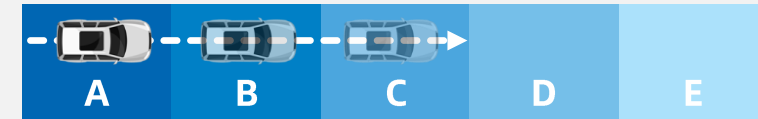
## QR Code

To the European Product Database for Energy Labelling (EPREL)

## WET GRIP <sup>3)</sup>



A difference of 3-6 meters of braking distance per grade



Breaking distance at 80km/h<sup>4)</sup>

## ICE/SNOW PERFORMANCE INDICATION

3 PMSF symbol



Ice stalagmite symbol

Ice & compact snow in severe climate conditions

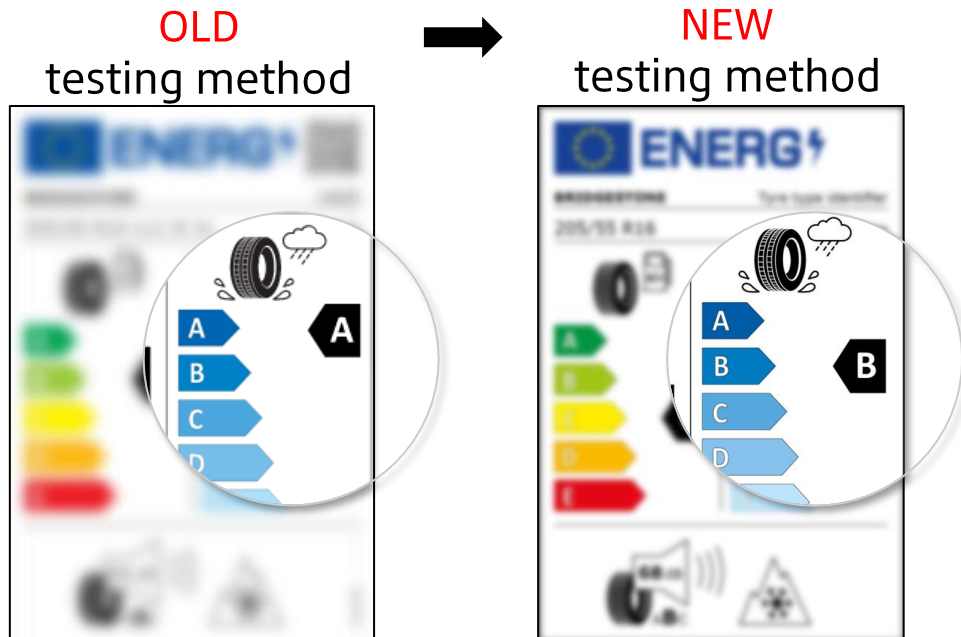


1) Note: When it comes to saving fuel, proper tyre maintenance is essential. The exact values depend on the type of vehicle, road conditions and your driving style. Eco-driving can significantly reduce fuel consumption. For more information, visit the European Commission website: [https://ec.europa.eu/info/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/energy-label-and-ecodesign/energy-efficient-products/tyres\\_en](https://ec.europa.eu/info/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/energy-label-and-ecodesign/energy-efficient-products/tyres_en) • 2) Performance measured in accordance with the testing methods set by Regulation (EU) 2020/740. European Commission's Impact Assessment SEC (2008) 2860. • 3) Note: Several other factors can affect driving in wet and dry conditions. Distances may vary depending on the tyre and road conditions. • 4) When measured according to the test method set out in Regulation (EU) 2020/740 • 5) Note: Exterior noise is not related to interior vehicle noise.



# Changes in Test Procedure of Wet Grip EU Label

Can Lead to Different Label Values for Wet Grip for Winter and All-season Tyres



## Change

1. Introduction of a new reference tyre with a better grip level.
2. Adjustment of the temperature range for winter and all-season tyres.

## Result

The results of the old and new methodology of testing for wet grip ranking cannot be compared. New tyres may receive a lower label value.

## Applicable to

Winter and all-season tyres for passenger cars

Despite a lower label value, our new products have better wet grip vs their predecessor



# Choose the Right Bridgestone Tyre for Every Season

## ☀️ SUMMER



## ☀️ ALL SEASON



## ❄️ WINTER



DEFINITION	Achieves high performance in summer conditions	Balances summer and winter driving capabilities, all year round	Overcomes winter driving challenges
CONDITIONS	Dry and wet roads	Dry and wet roads, occasional snow in urban areas	Dry and wet roads, snow, occasional ice, including urban and mountain areas
WET	★★★★★	★★★★★	★★★★★
DRY	★★★★★	★★★★☆	★★★☆☆
SNOW	Not for usage on snow	★★★★☆	★★★★★
3PMSF SYMBOL	-		
CUSTOMER BENEFITS	Optimum performance in summer conditions	Balanced performance all year round, Convenience not to change tyres	Optimum performance in winter conditions
SNOW CHAIN NEED	YES	NO	NO

The table shows a comparative rating of BS products. The performance rating is based on internal test data of BS products (A005, Turanza 6, LM005) with tyre size 205/55R16. Internal performance assessment have been done for dry (braking), wet (average of braking, straight hydro planning, cornering) and snow (average of braking & traction). For each performance, products have been ranked on an index (higher the better) where Turanza 6 = 100 for dry & wet and LM005 = 100 for snow tests. Then this is translated into star rating (5 stars: 100-95, 4 stars: 94 – 85, 3 stars 84 – 75). 5 star means best performance among the 3 BS products in that particular condition (dry, wet, snow).



# Choose the Right Bridgestone Van Tyre for Every Season

 **SUMMER**



**DURAVIS**  
**VAN**  
**ENLITEN**

Prepared to perform for your businesses' needs

 **ALL SEASON**



**DURAVIS**  
**ALL SEASON EVO**  
**ENLITEN**



Master your business journey, whatever the season

 **WINTER**



**BLIZZAK**  
**W810**

Robust reliability for your van

DEFINITION	<b>Achieves high performance in summer conditions</b>	<b>Balances summer and winter driving capabilities, all year round</b>	<b>Overcomes winter driving challenges</b>
CONDITIONS	Dry and wet roads	Dry and wet roads, occasional snow in urban areas	Dry and wet roads, snow, occasional ice, including urban and mountain areas
WET	★★★★☆	★★★★★	★★★★☆
DRY	★★★★★	★★★★☆	★★★☆☆
SNOW	Not for usage on snow	★★★★☆	★★★★★
3PMSF SYMBOL	-		
MILEAGE PERFORMANCE	★★★★★	★★★★☆	★★★☆☆
SIDEWALL PROTECTOR	YES	YES	YES

The table shows a comparative rating of BS products. The performance rating is based on internal test data of BS products (Duravis VAN vs W810 vs Duravis AS) with tyre size 205/65R16C 107/105 (8PR). Internal performance assessment have been done for dry (braking), wet (braking), snow (average of braking & traction) and mileage (Mileage ratio). For each performance, products have been ranked on an index (higher the better) where for dry Duravis VAN = 100; for wet Duravis AS=100; for snow and mileage tests W810 = 100. This is translated into star rating (5 stars: 100-86, 4 stars: 85 - 75, 3 stars 74 - 60 for dry wet and snow; 5 stars: 250-350, 4 stars: 150-250, 3 stars: 100 - 150 for mileage). 5 stars means the best performance among the 3 BS products in that condition.



# The Right Tyre for Your Driving Needs

**BRIDGESTONE  
TURANZA**

Prepares you to perform **EVEN IN STRESSFUL OR UNFORESEEN DAILY DRIVING CONDITIONS**

**DRIVING STYLE**

For drivers who want full control in daily, challenging driving situations

**TECHNICAL FEATURES**

**PATTERN**

Larger and deeper grooves



To maximize water evacuation and even wear distribution

**CARCASS**

Light weight carcass to achieve lowest rolling resistance possible

**COMPOUND**

Enhanced **wet grip and improved mileage**



**BRIDGESTONE  
POTENZA**

Prepares you to perform while **UNLOCKING THE PERFORMANCE OF YOUR VEHICLE**

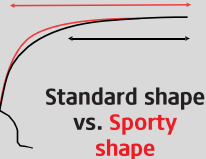
For drivers who enjoy being in control at speed and want to **experience the power of acceleration**

Smaller grooves



To increase contact area and maximise dry performance

Sporty profile shape



Usage of Aramide in the construction to guarantee superior dry handling

Enhanced **grip and stability at speed**



# The Right **Touring** Tyre for Your **Daily** Driving Needs

Turanza






## **TURANZA 6** ENLITEN

Prepares you to perform with control and confidence during daily driving challenges, **EVEN ON A RAINY DAY.**



## **TURANZA** **ALL SEASON 6** ENLITEN

Prepares you to perform with control and confidence during daily driving challenges all year round, even when facing **EITHER RAIN OR OCCASIONAL SNOW.**

DEFINITION		Achieves high performance in summer conditions	A versatile tyre that balances summer and winter driving capabilities
CONDITION		Dry and wet roads 	Dry and wet roads, occasional snow in urban areas 
TYRE PATTERN		Divergent shoulder lugs and 3D washboard sipes	Enhanced arrow shape pattern architecture
PERFORMANCE	DRY	★ ★ ★ ★ ★	★ ★ ★ ★ ☆
	WET	★ ★ ★ ★ ★	★ ★ ★ ★ ★
	SNOW	Not for usage on snow	★ ★ ★ ★ ☆
	TRACK LONGEVITY	Not for usage on track	Not for usage on track
3PMSF SYMBOL		-	



# The Right **Performance** Tyre for Your Driving Need

Potenza





## **POTENZA SPORT**

Prepares you to perform confidently with the **BEST CONTROL IN DRY AND WET CONDITIONS AT SPEED**, whether in a straight line or taking a curve.



## **POTENZA RACE**

Prepares you to perform confidently with the **BEST GRIP IN DRY CONDITIONS AT SPEED**, whether on a track or on road.

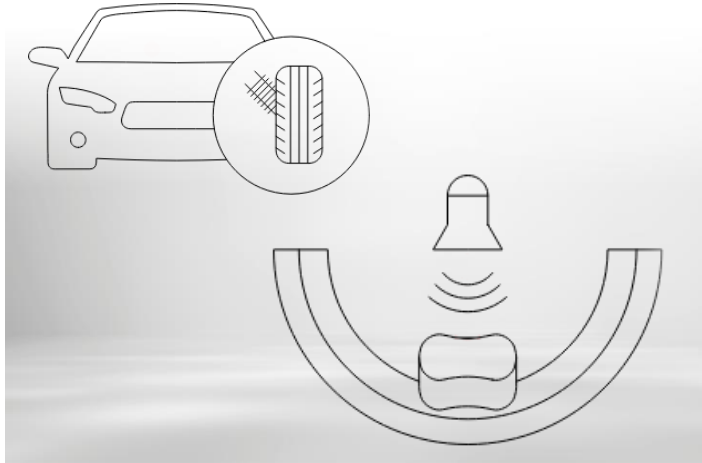
DEFINITION		High-performance tyre that enables you to maximize the full potential of your vehicle	Outstanding handling & control with rapid acceleration on track
CONDITION		Standard driving conditions 	Performance focused on <b>track days</b> , homologated for public roads 
TYRE PATTERN		Asymmetric profile and sporty profile shape for road usage	Semi-slick
PERFORMANCE	DRY	★ ★ ★ ★ ☆	★ ★ ★ ★ ★
	WET	★ ★ ★ ★ ★	★ ★ ★ ☆ ☆
	SNOW	Not for usage on snow	Not for usage on snow
	TRACK LONGEVITY	★ ★ ☆ ☆ ☆	★ ★ ★ ★ ★
3PMSF SYMBOL		-	-



# Cutting-edge Tyre Technologies for Car Manufacturers

Also Meet Specific EV Requirements

**B-SILENT**



 Reduced Noise<sup>1)</sup>

 Maintain Performance<sup>2)</sup>

 Adaptable Technology<sup>3)</sup>

**ologi©**



Large tyre diameter  
To reduce tread deformations to reduce rolling resistance

Narrow tyre width  
To reduce aerodynamic resistance

 Reduce Fuel Consumption<sup>4)</sup>

 Safety<sup>5)</sup>

**HL** (high load) capacity



For powerful electric and hybrid vehicles. Reinforced design and construction enable the tyre to carry the **extra load** with the same size and at the same pressure as XL tyres.

# Cutting-edge Tyre Technologies for Car Manufacturers

Also Meet Specific EV Requirements



Bridgestone's innovative approach to tyre development.

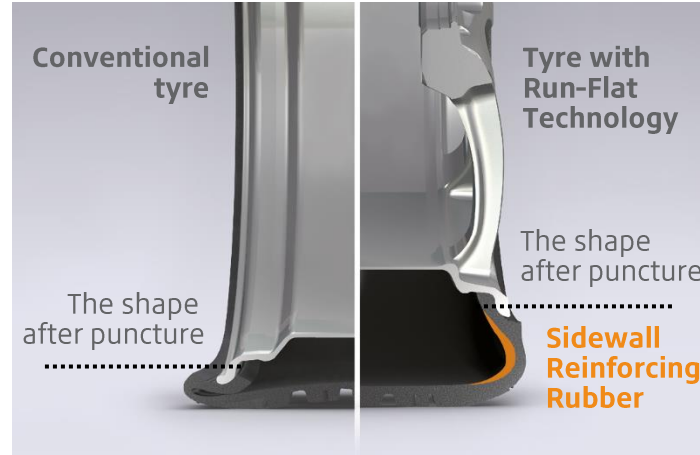
**ENLITEN is a combination of cutting-edge technologies**

**Providing**

Improved sustainability characteristics  
EV-readiness

**Without compromising on**

Safety  
Outstanding tyre performance



Bridgestone is the market leader in tyres with Run-Flat Technology.



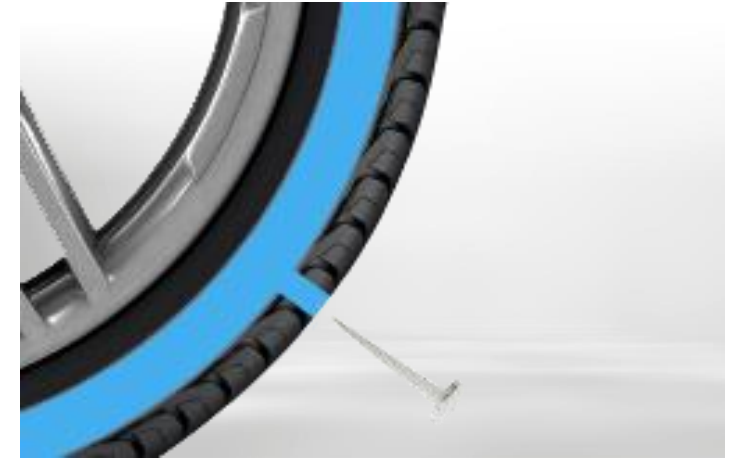
Safety



Convenience



Comfort ride



B-SEAL technology guarantees temporary air retention in case of a puncture in the tread area.



Increased Protection



Maintain Performance



Adaptable Technology



# POTENZA SPORT<sup>A</sup>



ENLITEN

Incorporating **55%** of ISCC PLUS certified renewable and recycled materials<sup>1</sup>



## 35%

ISCC PLUS certified  
**renewable**  
materials

## 20%

ISCC PLUS certified  
**recycled**  
materials



Natural Rubber



Bio-attributed polymers



Ground Rubber  
Linked to End of Life Tyre



Certified Carbon Black  
Linked to Circular Oils



Recovered Carbon Black  
Linked to End of Life Tyre



Zinc Oxide



Lignin



Rice Husk  
Ash Silica

<sup>1</sup>Certification scheme adopted is ISCC PLUS using mass balance approach as chain of custody.


















# Sidewall Markings

## Overview of Currently Used Markings

Back to  
OVERVIEW

CAR MANUFACTURER	MARKING	ADDITIONAL INFO
 ASTON MARTIN	A2A, A4A, A5A, AM2, AM8, AM9, AMR, A5B	
	AO, AO1, RO1, RO2 AO ⊕ AOE	RO = Audi RS Shared marking with VW; EV's and other cars Audi Original Extended = Run Flat Technology (AOE)
	★ RSC	Run Flat Technology (RFT)
 HYUNDAI	GOE	Hyundai Genesis GV70 gets its own marking "GOE" 
	L	
	MGT	
	MO, MO1 MOE MO-S, MOE-S MO-V	Mercedes Original Extended = Run Flat Technology (MOE) B-Silent-Technology or B-Silent- + Extended-Technology Vans
 PORSCHE	N-0, N-1, N-3, N-4	Diese Reifen sind speziell auf Porsche abgestimmt. Bei Porsche steht die N-Kennung im Kfz-Schein.
 RENAULT Passion for life	RS	Renault Mégane RS Trophy gets its own marking „RS“.
 TESLA	T0	
	AR	
	⊕, ⊕ AO	Shared marking with Audi; EV's and other cars

### WHEEL/TYRE COMBINATIONS

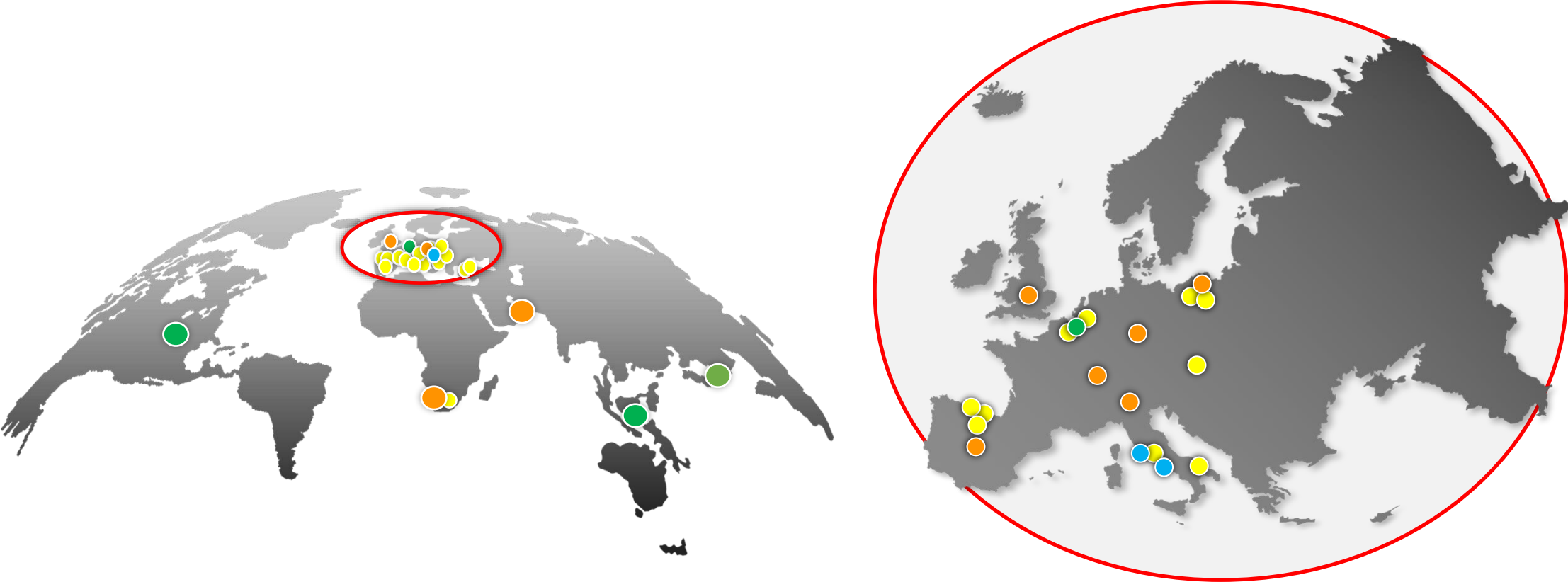
#### Advantages :

- Perfect Fit: tailor-made tyres developed together with the vehicle manufacturers
- Matched to the control systems, such as ABS or ESP
- Maximize performances, e.g. driving behaviour, noise or consumption

Do not mix with other products  
on the same axle



# A global company with a strong local presence in EMEA



- 
-  Global HQ
  -  Regional HQs
  -  EMEA Regional offices
  -  EMEA R&D Centre and Proving Ground
  -  EMEA tyre plants



# With the Biggest Retail Store Coverage Across EMEA



16 brands and diverse business concepts across more than 3 400 stores, 3 000 in Europe



Providing a complete service:

- | Multi-brand offering | Care for cars and commercial vehicles
- | Body and glass repair | Remote contact-less services
- | Electric vehicle services, including charging



Customer experience empowered by digitalization and mobility solutions

