Bridgestone Driveguard® To Revolutionise The Tyre Industry

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Bridgestone, the world's number one rubber and tyre manufacturer, has announced the launch of Bridgestone DriveGuard, a new touring tyre which boasts additional benefits and safety for all motorists, including the ability to drive for 50 miles at 50mph following a puncture.

The product is designed to be fitted on to all passenger cars1 to remove concerns relating to tyre damage (including in sidewall and tread areas) and to deliver the highest standards of safety, wet performance, comfort and fuel efficiency; giving drivers additional peace of mind, safety and convenience.

Known for developing outstanding and breakthrough technologies, Bridgestone's new product, DriveGuard, is described as a 'game changer' due to the following:

- **Capability to be fitted on to all passenger vehicles regardless of the manufacturer or model1.**Bridgestone DriveGuard is not restricted to a factory fitment on specific brands or car models and can be fitted on to most cars equipped with TPMS, which is mandatory in Europe on new cars since November 2014 and gives a potential car park of 32 million vehicles to be equipped with DriveGuard in 2016.
- **Unique response to virtually all kinds of tyre damages (including sidewall and tread) which is unlike other tyre mobility solutions (e.g. sealant).** The new age DriveGuard technology uses a proprietary high-tech cooling fin design as well as supportive and tough reinforced sidewalls which allow drivers to maintain control and continue driving safely and comfortably for 50mph at up to 50 miles after a puncture, until it is safe to either repair or replace their tyre providing additional peace of mind related to tyre damage.
- **“No compromise” philosophy.** Bridgestone DriveGuard offers best in class performance with no compromise on wet or rolling resistance as supported by the excellent EU tyre Label4 values (A for Wet Performance and C for Rolling Resistance) and independent testing by TÜV Süd5demonstrating that Bridgestone DriveGuard ranks highly in performance categories that are important to drivers, such as wet safety, placing DriveGuard at the frontline of road safety.
- **Eco-conscious nature.** Bridgestone DriveGuard not only eliminates the need to carry a spare tyre thereby putting less weight on the vehicle, it is also fully recyclable through the conventional recycling circuit; this is not the case with other tyre providing mobility solutions.

With 60% of drivers experiencing punctures in the last four years, leading to feelings of helplessness and insecurity combined with lost time of up to 3 hours6, now is definitely the time to rethink tyre safety. Bridgestone DriveGuard, underlines the company's commitment to road safety – in practically all conditions – as it can help prevent accidents resulting from punctures, sudden loss of pressure or other types of tyre damage.

Eduardo Minardi, Executive Chairman of Bridgestone EMEA said: “Bridgestone DriveGuard empowers you to keep moving and avoid the immediate burden and unsafe circumstances of a flat tyre; drivers get to choose when and where they have their tyre replaced – within the indicated speed and distance limits.

“Our revolutionary new technology will considerably contribute to road safety and give drivers additional peace of mind and convenience while on the road.”

Bridgestone DriveGuard is at the forefront of innovation deploying latest technology to bring mobility to the next level, it offers:

- **Low pressure mobility**, due to:

o An optimised reinforced tough sidewall which supports vehicle weight upon sudden air loss, maintaining vehicle control to drive on safely for 80km at up to 80km/h

o Advanced polyester carcass body ply which provides high resistance to heat generation, improving tyre durability

o Nano Pro-Tech, a compound that reduces friction between carbon molecules, thus reducing heat generation in the sidewall and helping the tyre to hold its shape

o High-tech cooling fin design in the sidewall that channels the increased heat from the sidewall towards the rim and thus helps to preserve the tyre, thereby improving safety and durability

- **Wet control**, due to:

o Excellent hydroplaning: high siping with optimized distribution of void in center part of pattern

o Superior cornering: connected shoulder blocks with optimized contact pressure distribution

o Short stopping distance: high silica content compound with nano pro-tech technology

- **Comfort**, due to:

o New crown structure design providing improved road irregularity absorption

o Optimised reinforced rubber insert gauge

o Lighter weight construction

o Size by size comfort tuning

o Improved stiffness providing comfort comparable with standard tyres

Bridgestone DriveGuard will be available from April in Europe in 19 Summer and 11 Winter sizes – from 185/65 R15 up to 245/40 R18. Sizes will hit the market in two waves.

Summer RIM Sizes available as from March 2016:		**SIZE**	**INDEX**	**LAUNCH**	**p**	**Wet Control**
65	15	185 / 65 R15	92V XL	Mar 16	E*	A
65	15	195 / 65 R15	95V XL	Mar 16	C	A
60	15	185 / 60 R15	88V XL	Jan 17	E	A
60	16	205 / 60 R16	96V XL	Mar 16	C	A
60	16	215 / 60 R16	99V XL	Jan 17	C	A
55	16	195 / 55 R16	91V XL	Mar 16	E	A
55	16	205 / 55 R16	94W XL	Mar 16	C	A
55	16	215 / 55 R16	97W XL	Mar 16	E*	A
55	16	225 / 55 R16	99W XL	Jan 17	C	A
55	17	215 / 55 R17	94W XL	Jan 17	C	A
55	17	225 / 55 R17	101Y XL	Jan 17	C	A
50	17	205 / 50 R17	93W XL	Jan 17	C	A
50	17	225 / 50 R17	98Y XL	Mar 16	C	A
45	17	205 / 45 R17	88W XL	Jan 17	C	A
45	17	225 / 45 R17	94Y XL	Mar 16	C	A
45	17	235 / 45 R17	97Y XL	Jan 17	C	A
45	18	245 / 45 R18	100Y XL	Jan 17	C	A
40	18	225 / 40 R18	92Y XL	Mar 16	E*	A
40	18	245 / 40 R18	97Y XL	Jan 17	C	A

Winter Sizes available as from
65 June 2016:RIMSIZEINDEXLAUNCHPWet Control

Winter Sizes available as from
June 2016:RIMSIZEINDEXLAUNCHPWet Control

1 Currently not available for vans. Only for cars equipped with a Tyre Pressure Monitoring System (TPMS). For more details please visit www.bridgestone.co.uk/driveguard.

3 80 km at 80 km/h is equivalent to 50 miles at 50mph

4 The EU tyre label is a grading system through which manufacturers of tyres for cars, vans, and heavy trucks must specify fuel consumption, wet grip and noise classification.http://ec.europa.eu/energy/sites/ener/files/documents/FIN User guide - tyres.pdf

5 TÜV Süd report: Bridgestone DriveGuard ranks high in following criteria compared to competing tyres: straight hydroplaning, lateral hydroplaning, dry braking asphalt and lateral wet grip and at par Test data and results are available on request directed to the above-mentioned address.

6 Bridgestone commissioned research conducted by Profacts, 2015

7 Bridgestone EMEA : Europe, Russia, Middle East and Africa

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