

BLIZZAK LM001

[OUTSTANDING CONTROL IN ALL WINTER CONDITIONS]


They sure don't make winters like they used to! Which is why Bridgestone doesn't make winter tyres like it used to, either. The all-new Blizzak LM001 brings together innovations in tread and materials technology to perform in today's increasingly unpredictable conditions. The Blizzak LM001 is fully certified by TÜV, giving you the level of safety you would expect from your tyres and the confidence you need whatever winter has in store.



Winter Performance



Wet Control



Wear Resistance



THE **NEW** BLIZZAK LMOO1 TYRE LINE-UP

(Available sizes in 2014)

GENERAL INFO

IPC | Size

55 SERIES

16"

7049 | 205/55 R16 91H

60 SERIES

14"

7054 | 185/60 R14 82T

15"

7056 | 185/60 R15 88T

65 SERIES

14"

7050 | 175/65 R14 82T

7055 | 185/65 R14 86T

15"

7051 | 185/65 R15 88T

6823 | 195/65 R15 91T

70 SERIES

14"

7053 | 165/70 R14 81T

TYRE LABEL INFO



E | C | 72 dB

E | C | 71 dB

E | C | 71 dB

E | C | 71 dB

E | C | 71 dB

E | C | 71 dB

E | C | 72 dB

E | C | 71 dB



BRIDGESTONE EUROPE NV/SA

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BRIDGESTONE

THE **NEW** BLIZZAK LM001



Winter Performance



Outstanding braking and handling on snow

Really bite into snow covered surfaces for precision handling and control



CAPTURING SNOW

Experience outstanding snow traction thanks to the Blizzak LM001's full 3D sipe application and slanted groove design. You can feel the difference of this tyre's incredible stability and dynamic handling characteristics, even on ice and compacted snow.

- 3D sipe application with new pattern design balance pattern stiffness without reducing sipe flexibility. For excellent handling performance and solid winter grip.
- High-volume slanted grooves create high snow-to-snow shear force for outstanding traction on snow-covered surfaces.

Wet Control



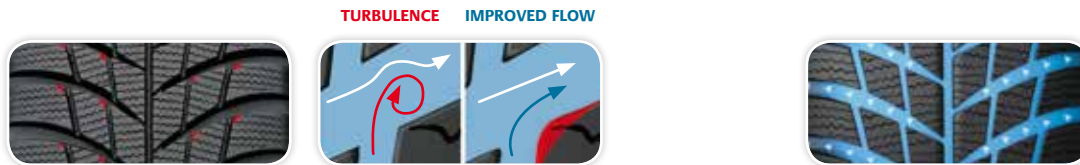
Outstanding handling, stability and control in the wet

Power through water and slush with confidence and reliability

The Blizzak LM001 clears water with incredible efficiency by reducing turbulence and improving flow through each groove.

For reliable grip in the wet.

- Rounded corner junctions improve flow of water and slush.
- Tapered horn lugs clear the patch area quickly, increasing road contact and control even further.



Wear Resistance



Excellent wear resistance and durable performance

Enjoy premium protection with long-lasting durability



SIPE TECHNOLOGY

Keep on enjoying the outstanding performance of the Blizzak LM001 thanks to the tyre's excellent durability and wear resistance.

- NanoPro-Tech™ polymers assure an optimal silica distribution resulting in a flexible compound also in cold weather conditions, maintaining the best grip and contact with road over a wider range of temperatures.
- 3D sipe technology in combination with new pattern design distributes contact pressure evenly, to ensure long-lasting performance throughout the life of the tyre.