

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



TÜV approved:
Bridgestone
Blizzak LM001



ADAC
BRIDGESTONE
Blizzak LM001
Size: 195/65 R15 91T

good (2,2) Test

THE NEW BLIZZAK LM001 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



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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



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.



CAPTURING SNOW

Wet Control

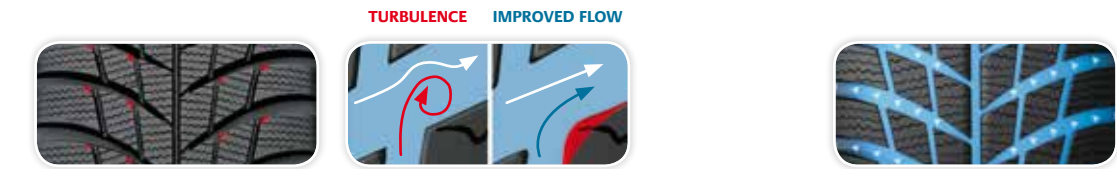


Outstanding handling, stability and control in the wet

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.

- 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



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.

SIPE TECHNOLOGY