

# POTENZA S001



## Potenza S001 Concept



Bridgestone's flagship tyre: super-sports performance for premium sports cars. Perfect precision combined with the unequalled Bridgestone safety performance unleashes the passion for driving.

## Target Customer

Consumers looking for status & excitement through high-performance, premium (sports) cars; tend to look for OE recommended spare parts [golden cycle] as a quality assurance:

- Excitement and thrill seekers & some aspirational achievers
- Key words: Dynamic/ Adventurous/ Independence/ Power/ Perfection
- Highway speed drivers

## OE Fitments



Aston Martin - Rapide (VH 410)



Lexus - LFA (Y2011)



Audi - A1 (Y2010)  
Audi - RS 5 (Y2010)  
Audi - A6 (AU571)  
Audi - A7 (AU573)  
Audi - Quattro RS 6 (AU57X)  
Audi - Quattro RS 7 (AU57X)



Mercedes-Benz

Mercedes-Benz - SL-Class (R231)  
Mercedes-Benz - CLS (C218)  
Mercedes-Benz - SLK - Class (R172)  
Mercedes-Benz - S-Class (W222)  
Mercedes-Benz - S-Class (W205)



BMW - 1 Series (F20)  
BMW - 3 Series (F30)



Porsche - Boxster (981)  
Cayman (981)



Ferrari - F151 (F151)  
Ferrari - 458 Italia (Y2010)

## Features & Positioning

### GRIP THE ROAD WITH PURE PRECISION

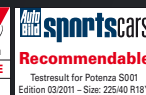
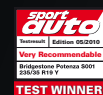
- High grip shoulder blocks
- Consistent surface contact
- Super slant lug groove design
- Noise attenuation grooves

## Target Vehicles

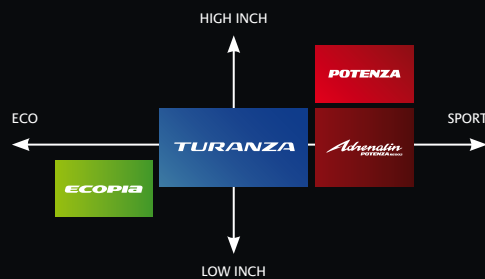


## Test Results

VERY RECOMMENDABLE



RECOMMENDABLE



## Bridgestone Europe

For your nearest Bridgestone Authorized Dealer, visit our website

www.bridgestone.eu

**BRIDGESTONE**  
Your Journey, Our Passion