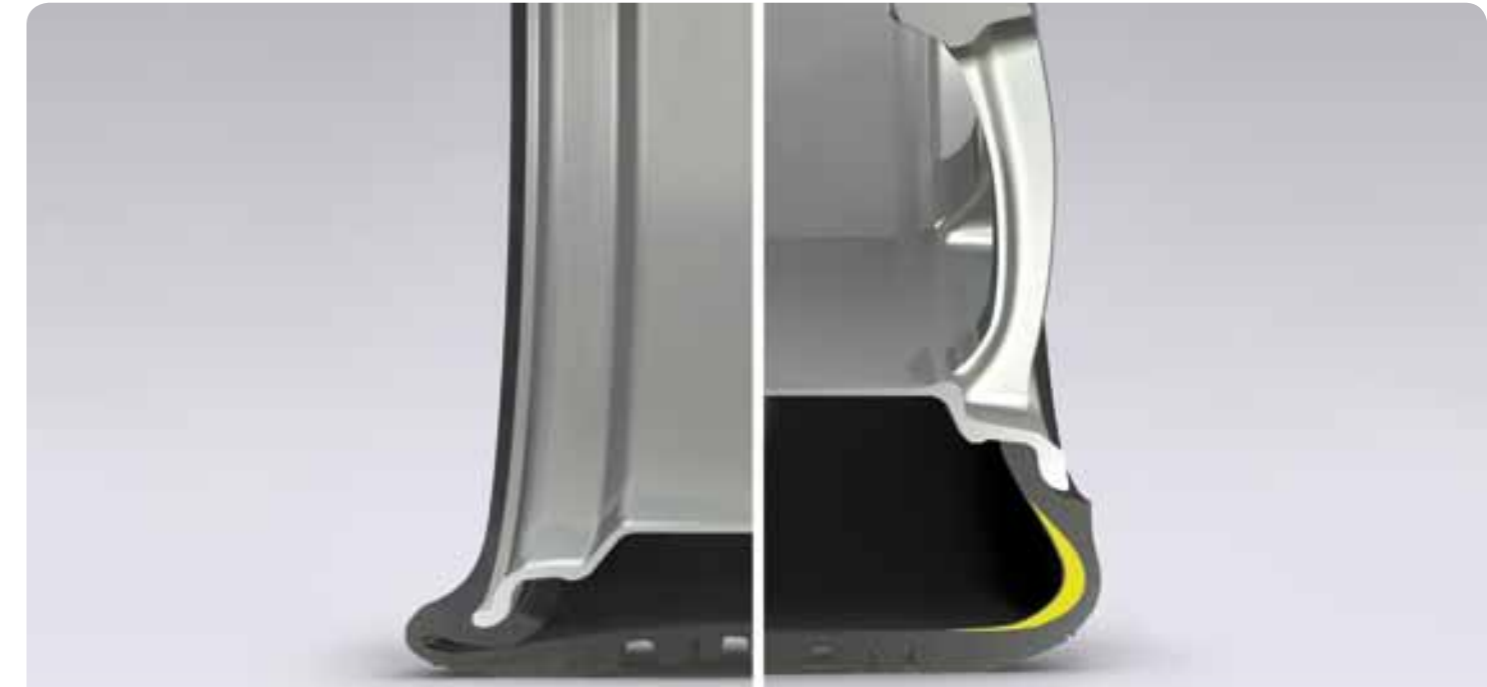




Tyre Line-up

Serie	Rim	Size	Launch
55	16	195/55 R16 S001 RFT 87V	September 2011
		205/55 R16 S001 RFT 91W	September 2011
50	17	225/50 R17 S001 RFT 94Y	3rd quarter 2012
45	17	225/45 R17 S001 RFT 91W	September 2011
		245/45 R17 S001 RFT 95Y	3rd quarter 2012
40	18	245/40 R18 S001 RFT 93Y	September 2011
		225/40 R18 S001 RFT 88Y	3rd quarter 2012
40	17	255/40 R17 S001 RFT 94W	3rd quarter 2012
35	18	255/35 R18 S001 RFT 90Y	3rd quarter 2012



Conventional tyre

Tyre with Run-Flat Technology



Going further safely without compromising on comfort with our new generation tyres on Run-Flat Technology.



GET THE PEACE OF MIND OF A TYRE WITH RUN-FLAT TECHNOLOGY WITHOUT COMPROMISING ON COMFORT OR SAFETY.

Drive up to 80km at 80km/h on a flat tyre.
Featuring the latest generation Run-Flat technology (RFT), the Bridgestone Potenza S001 RFT offers the same levels of grip, stability and control you would expect of any premium Bridgestone tyre with the added protection of the run-flat system.

RUN-FLAT KEY COMPONENTS

1. WIDE BEADS*
Specially designed beads prevent separation from the wheel rim when tyre pressure is lost.

2. BEAD FILLERS**
Advanced rubber compounds in the bead filler combat heat built-up during run-flat driving.

3. SIDEWALL-REINFORCED RUBBER
Hardened sidewall compounds ensure the tyre can support the vehicle's weight and load even at zero pressure.

CONVENTIONAL RUN-FLAT TECHNOLOGY

* Bead: the part of the tyre mounted on the rim
** Bead Filler: The compound used to strengthen the bead area

NEW GENERATION TECHNOLOGY

GREATER COMFORT / REDUCED WEIGHT / LOWER ROLLING RESISTANCE

A. NEW SIDEWALL-REINFORCED RUBBER

Revolutionary heat-controlling technology guarantees run-flat durability while enhancing overall tyre performance.

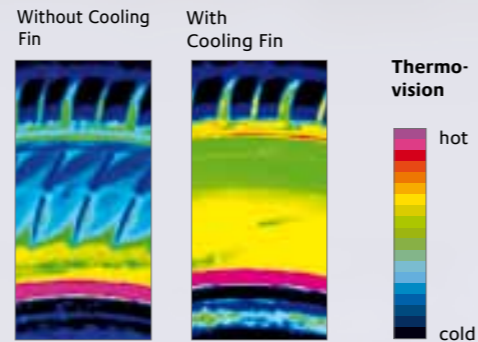
NanoPro-Tech



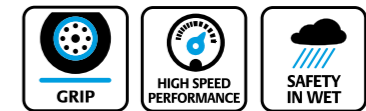
Latest rubber compound reduces heat generation by half compared with previous generation RFT when driving on flat tyres.

B. COOLING FIN

The cooling fin accelerates air circulation around the sidewall while driving, further reducing heat built up over the surface of the tyre.



POTENZA S001 RFT



- Pure sports performance with maximum grip and precision response
- High speed stability and optimum road contact
- Superior traction and handling safety in wet weather

