

TURANZA T001



Turanza T001 Concept



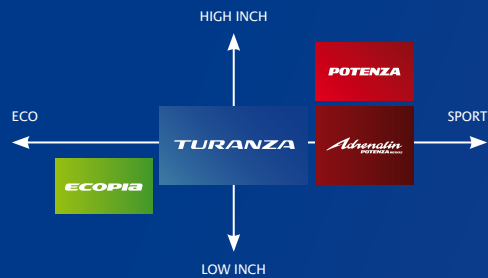
Bridgestone has created the perfect harmony between safety, comfort, durability and environmental performance. Relax and enjoy the ride, whatever the conditions, whatever your destination.

Features & Positioning

RELAX AND ENJOY THE JOURNEY

WET – COMFORT – WEAR – FUEL CONSUMPTION

- High Silica top compound
- Wide groove pattern design
- Light weight construction
- NanoProtech™ technology



Target Customer

Consumers who are looking for products that meet their expectations in terms of performance in safety & mileage; often perform fact based quality assessment during purchasing process.

Consumers looking for a balanced product without any desired for a specific performance (all-rounder).

Target Vehicles

AUDI A4	BMW 5	BMW 3	CITROËN DS5
VOLVO S60	MERCEDES-BENZ E-CLASS	MERCEDES-BENZ B-CLASS	VOLKSWAGEN PASSAT

Test Results

VERY RECOMMENDABLE



RECOMMENDABLE



GOOD



OE Fitments



BMW - 3 Series (F30)
BMW - 2 Series (F46)
BMW - 1 Series (F45)



Mercedes-Benz

Mercedes-Benz - A - Class (W176)
Mercedes-Benz - B - class (W246)
Mercedes-Benz - A - Class (Coupe C117 W176)



Volvo - V40 (Y555)



Mazda - Mazda-6 (Y2012)



Toyota - Auris (130A)
Toyota - Avensis (445L)

Bridgestone Europe

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BRIDGESTONE
Your Journey, Our Passion