

Paris, September 2016

Bridgestone and Aston Martin: a premium partnership



With Aston Martin aiming to build the most powerful, most efficient and most dynamically gifted DB model in Aston Martin's history, was natural they turn to Bridgestone to find the same premium standard for the new DB11: made of the highest quality materials, these tyres can support the highest targets in acceleration and speed.

The **Potenza S007** is a premium summer tyre designed for high-performance sports vehicles. The wide outside tread and carcass construction are engineered to provide maximum grip when executing curves at top speeds, while the innovative tread pattern and pattern blocks deliver outstanding steering control.

The **Blizzak LM001** is a high-performance tyre for sporty vehicles facing winter conditions. The stiffness of the 3D sipe balancing pattern, combined with the high-volume, slanted grooves, creates excellent traction in the snow. Also engineered with NanoPro-Tech polymers, a more flexible compound in cold weather, this tyre maintains optimal grip in low temperatures.

The Potenza S007 and Blizzak LM001 will allow drivers to enjoy the thrilling experience of racing a DB11 year-round.

A premium partnership

The partnership between the two high-performance brands began in 1994, when Aston Martin released the DB7 with Bridgestone's Potenza S-01 Expedia tyres. The collaboration continued when the DB9 was introduced in 2003, with Potenza RE-050A tyres. And it was an honour when Aston Martin selected Bridgestone as an official project partner for the development and launch of the DB11.

Christophe De Valroger, Vice-President Original Equipment, Bridgestone Europe: "Bridgestone is rightfully proud to continue its long-standing partnership with Aston Martin and be nominated as a sole supplier for this premium development project for the exciting new DB11. Working with one of the world's top luxury sports car icons is not only a privilege for our engineers – it is a great opportunity to raise the bar in terms of tyre design, efficiencies and performance."

Rome Proving Ground

All sessions and test-drives took place at Bridgestone's Proving Ground. Located 30 km South from Bridgestone's Technical Centre Europe (TCE) near Rome, The European Proving Ground was inaugurated in June 2004. Covering 144 hectares and dominated by a 4-km oval circuit, this facility gives Bridgestone the most modern year-round tyre testing assets in Europe.



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About Bridgestone EMEA (Europe, Middle East and Africa)

Bridgestone EMEA, with headquarters in Brussels, Belgium, is a key regional subsidiary of Tokyo-based Bridgestone Corporation, the world's largest tyre and rubber company. Bridgestone EMEA operates in more than 60 countries and has over 18200 employees. Across the region it has 14 tyre and tyre related plants, a major R&D Centre and a proving ground. Bridgestone EMEA's premium tyres are sold in Europe, Middle East, Africa and globally.

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