

Paris, September 2016

Innovative Bridgestone products and technologies on display at the Paris Motor Show 2016



Key Bridgestone products and technologies are being exhibited at the Paris Motor Show, 1st to 16th October 2016 (Hall 1, Stand 202). Bridgestone, the world's largest tyre and rubber products company, manufactures and sells premium tyres in Europe and beyond. For the passenger car tyre market, areas where Bridgestone excels include extended mobility, wet safety, high performance, Run-Flat Technology and fuel efficiency.

Bridgestone DriveGuard: whatever the puncture, DriveGuard keeps you going

Star of the stage is the innovative new Bridgestone DriveGuard tyre offering motorists the safety and convenience of extended mobility. A cross-section display shows the DriveGuard reinforced sidewalls and hi-tech cooling fins that allow you to keep control and continue driving at 80 km/h for up to 80 km after a puncture.¹

The multi-award winning² DriveGuard tyres can be fitted on almost any car with a TPMS system and gives drivers the added reassurance of a leading wet grip.³ DriveGuard Summer and DriveGuard Winter tyres, offering year-round peace of mind, are on display in Paris.

For visitors who want to find out more about DriveGuard, a VR system on the stand takes them through the whole positive experience!

There will also be the possibility to take, what promises to be a very surprising test drive in a vehicle featuring DriveGuard tyres.

¹ Driving distance after a puncture may vary depending on vehicle load, outside temperature, and when the TPMS is triggered.

² DriveGuard received the REIFEN Essen 2016 Innovation Award in the category "Technology and Products" and the Auto Express Product of the Year award for 2016.

³ DriveGuard tyres are currently not available for vans, and are only available for cars equipped with a Tyre Pressure Monitoring System (TPMS). DriveGuard Summer tyres are classified Wet Grip A and DriveGuard Winter tyres are classified Wet Grip B in EU labeling.

New Bridgestone Dueler A/T 001: all terrain, all season

Continuing the legendary Dueler 4x4 story is another newcomer on the Bridgestone stand: Dueler A/T 001, the tough all-terrain, all-season tyre that won't let you down on the tarmac.

Off-roaders in Europe still drive more kilometres on tarmac. Dueler A/T 001 has therefore been engineered to give them the traction they want on dirt, mud or stony trails – with the safe handling and control they need back on the road, even in harsh winter conditions.

Potenza S007: Original Equipment for the new Aston Martin DB 11

Turning to ultra-high-performance, the eye-catcher on the Bridgestone stand is the iconic new Aston Martin DB 11 with its 20-inch Potenza S007 sport tyres.

Potenza S007 tyres are engineered to deliver the ultimate grip and steering response for premium high-powered sports cars, with total stability and control even at speeds above 300 km/h. Bridgestone is exclusive tyre supplier for the DB 11, the most powerful DB production model ever built.

Also on display on the Bridgestone stand:

Ecopia EP500 with ologic technology: Bridgestone's revolutionary ologic technology delivers outstanding fuel efficiency without compromising grip safety. The larger diameter of the tyre reduces rolling resistance while the narrower width reduces air resistance. This results in lower fuel consumption and associated carbon emissions.

CAIS technology on Blizzak LM001: Bridgestone's latest tyre-sensing technology called CAIS (Contact Area Information Sensing) is demonstrated on Blizzak LM001 winter tyre. CAIS provides value to motorists by collecting and analysing tyre contact-area data, through a sensor inside the tyre, and then using it to classifying road conditions through an on-board system in real time, displaying it for the driver on screen.

CAIS illustrates how Bridgestone promotes technological development not only for tyres, but also for entire systems in support of a safe and secure mobile society.

Potenza S001 RFT: Run-Flat Technology adds an extra dimension of safety and convenience to the pure precision of Bridgestone's flagship UHP sport tyre.

Turanza T001: a high-level balanced performance with excellent cornering and handling in the wet combined with a smooth comfortable ride.

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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.

For more information about Bridgestone Europe please visit www.bridgestone.eu, www.bridgestonenewsroom.eu or find us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).