

# BRIDGESTONE

In a lifetime, each driver experiences an average of **6 punctures**



Punctures happen in the wrong place at the wrong time...

**23%**  
of punctures  
occur after nightfall



More than **50%**  
of punctures take  
place in inconvenient  
locations



**74%**  
of drivers feel  
annoyed when  
they experience  
a puncture



What do drivers do  
in the event of a puncture?

**72%**  
of women  
do not  
change their  
own tyre



More than **50%**  
are concerned  
about the  
safety of  
space-saver spare tyres



More than **1/3**  
fail to use  
their tyre  
mobility kit  
successfully



33% of men do not change their own tyre

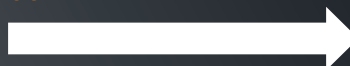
The **SOLUTION** offered  
by Bridgestone DriveGuard, designed for all passenger cars.\*

WITH A SET OF DRIVEGUARD WINTER TYRES, YOU CAN CONTINUE DRIVING SAFELY FOR 80 KM AT UP TO 80 KM/H AFTER A PUNCTURE.\*

80 km/h



80 km



## DRIVEGUARD WINTER