

ECOPIA EP500

ologic

The Ecopia EP500 is the first tyre with the 'ologic' technology: a tyre with a large diameter and narrow tread pattern, especially designed by Bridgestone for the new BMW i vehicles.

The **reduction of rolling resistance** is achieved essentially by minimising tread deformation with a larger diameter combining the effects of curvature and belt tension.

The **reduction of aerodynamic resistance** is achieved by making the tread pattern narrower, thus reducing the frontal surface area.

