

Paris, September 2016

Bridgestone reveals latest developments in tyre-sensing technology



Bridgestone is exhibiting the latest version of its tyre-sensing technology called CAIS® (Contact Area Information Sensing) at the Paris Motor Show, 1st to 16th September 2016.

The display (Hall 1, Stand 202) demonstrates the road-safety benefit of CAIS – which helps drivers by collecting and analysing tyre road-contact data, and then uses this information to classify road conditions. Inside the tyre are a sensor and a wireless module, these are powered by an inbuilt generator. The sensor collects the road-surface data which is then transmitted to an on-board system for real-time analysis.

The technology on display in Paris classifies road conditions into seven different states: dry, semi-wet, wet, slush, fresh snow, compacted snow, and ice. The driver receives a livestream of the current road condition classification on screen, together with warnings of any change in the state of the road. On the screen we see data being collected and analysed across a city, and the results being shared in real time.

Jake Rønsholt, Managing Director, Consumer Business Unit, Bridgestone Europe explains: “Bridgestone believes that tyre-sensing technology can provide vital information to drivers. Our tests with the actual implementation of CAIS in Japan shows us the real potential for the future.”

Other possible uses for Bridgestone’s tyre-sensing technology include boosting safety through the measurement of lateral forces on a tyre.

“As the world’s n° 1 tyre and rubber company, Bridgestone not only invests in technological development for tyres themselves, but in entire systems that support a safer, more secure mobile society” says Mr Rønsholt.

An early version of CAIS concept was already recognised as “Tire Technology of the Year” at the “Tire Technology International Awards for Innovation and Excellence” in 2012.

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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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