

Bridgestone Europe NV/SA
Brands Marketing
Kleine Kloosterstraat 10
1932 Zaventem, Belgium
Tel: +32 2 714 68 40
www.firestone.eu

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New Firestone Roadhawk tyre Built to perform longer



Firestone is aiming to shake up the mid-price tyre segment in Europe with the launch of Roadhawk, a tyre **built to perform longer** and offer drivers **best in class wet grip** and **best in class dry braking**.

Roadhawk targets mainstream motorists who drive all types of journeys – urban, highway, commute, school run, shopping – on a daily basis. These drivers want a tyre that gives them long-lasting performance in road conditions where wet weather, heavy traffic, sudden braking and motorway speed are all part of the daily mix. In short, a tyre they can always count on.

Jake Rønsholt, Managing Director, Consumer Business Unit, Bridgestone Europe explains: “Firestone has been producing quality tyres for more than 100 years; we understand what tyres have to go through and we listen to what drivers want. This new Roadhawk is designed to give everyday drivers a high level of safety and long-lasting performance, whatever the conditions.”

New Firestone Roadhawk has been **tested and proven by TÜV SÜD**, the largest independent institute for tyre and wheel technology in Europe, and has received the coveted TÜV SÜD Certification Mark.

Best in class wet grip

With its unique tread pattern and specially-developed compounds, Firestone Roadhawk has been designed to provide the highest possible level of wet control. The tyre achieves the top

“A” EU-label grade for wet grip: best-in-class performance. This even beats many brands in the premium-price tyre segment.

Best in class dry braking

In addition to its best in class wet braking, independent TÜV SÜD tests show that the new Roadhawk also provides best in class dry braking performance¹, with braking distances up to 3 metres shorter than competitor tyres.

Built to perform longer

Roadhawk is designed to provide long-lasting performance throughout the tyre's life span. Independent TÜV SÜD tests show that Firestone Roadhawk outperforms its competitors in the wet after 20,000 kilometres' wear².

Roadhawk also offers up to 20% better wear performance³ than its predecessor Firestone TZ300.

In addition, construction of the new tyre features a lightweight carcass tuned for low rolling resistance⁴ giving motorists the reassurance of lower fuel consumption.

Firestone Roadhawk will be offered in a wide line-up covering 15” to 19” rim sizes with the first wave of sizes available across Europe from January 2017.

Media information: Jessica Vandenbruggen: +32 489 10 19 94 jessica.vandenbruggen@bridgestone.eu

About Firestone

With a range of tyres that build on a legacy of strength and reliability spanning over 100 years, Firestone reaches out to a vibrant and young-at-heart audience, giving them the freedom to live life in the moment. Firestone was acquired in 1988 by Bridgestone Corporation, the world's largest tyre and rubber company.

Bridgestone EMEA (Europe, Middle East and Africa), with headquarters in Belgium, is a wholly owned subsidiary of Tokyo-based Bridgestone Corporation. With more than 18200 employees, Bridgestone EMEA has offices in more than 60 countries, runs 14 tyre and tyre related plants and operates a major R&D Centre and proving ground.

For more information about Firestone in Europe please visit www.firestone.eu and fs.bridgestonenewsroom.eu. Follow us on [Facebook](#), [YouTube](#) and [Instagram](#).

¹ Compared to UniRoyal Rainsport 3, Kleber Dynaxer HP3, Fulda EcoControl HP, Nexen NBlue HD+. Test carried out by TÜV SÜD on the request of Bridgestone between July and September 2016 at ATP Papenburg on tyre size 205/55 R16 91V. Tyres purchased on the European market by TÜV SÜD. Test car: VW Golf 7. Report No. 713086643.

² Outperforms main competitors in aquaplaning straight line and aquaplaning curve. Test carried out by TÜV SÜD on the request of Bridgestone between July and September 2016 with the tyres Firestone Roadhawk, UniRoyal Rainsport 3, Kleber Dynaxer HP3, Fulda EcoControl HP, Nexen NBlue HD+. Tyres purchased on the European market by TÜV SÜD. Testing performed on fleet cars VW Golf 7, driven for 20,000km. Report No. 713086643-BM.

³ Compared to the Firestone TZ300. Internal test carried out at Bridgestone's testing ground in Rome in March 2016, on size 205/55 R16 91V.

⁴ New Firestone Roadhawk achieves the “C” EU-label grade in RRC.