

NEWS RELEASE**Zur sofortigen Veröffentlichung**

Hannover, 21. September 2010

Bridgestone stellt Ecopia Lkw-Reifen mit geringem Rollwiderstand vor

Neue Ecopia-Modelle verringern den Kraftstoffverbrauch und den Kohlenstoffausstoß bei gleichbleibend hoher Reifenperformance.



Bridgestone stellt erstmals in Europa die neuen Ecopia Lkw-Reifen vor, bei denen eine umweltfreundliche Lkw-Reifenmischung zum Einsatz kommt.

Ecopia Lkw-Reifen weisen einen geringeren Rollwiderstand als Bridgestone Standardprofile auf, was zu einer Senkung von Kraftstoffverbrauch und CO₂-Ausstoß führt. Für Unternehmen ist dabei wichtig, dass diese Vorteile keine Nachteile bei Bridgestones hohen Leistungswerten für Dauerhaltbarkeit, Verschleiß und Sicherheit bei Nässe (Nasshaftung und Traktion) bedeuten.

Die verfügbaren Modelle werden auf der IAA Nutzfahrzeuge 2010 in Hannover vorgestellt. Die Palette umfasst die Lenkachsreifen R249 Ecopia und R249 EVO Ecopia mit höherer Zuladung, die Antriebsachsreifen M749 Ecopia und Greatec M709 Ecopia sowie den Aufliegerreifen R109 Ecopia.

Die Laufflächen von M749 Ecopia und R109 Ecopia sind auch als vorvulkanisierte Runderneuerung (PCT) erhältlich, die ähnliche Laufleistungen und Rollwiderstände wie neue Ecopia-Reifen bieten, sofern eine Ecopia-Karkasse von Bridgestone zum Einsatz kommt.

Schlüsseltechnologie ist eine neue Laufflächen-Mischung, die den Rollwiderstand senkt. Beim Lenkachsreifen R249 Ecopia kommt außerdem Bridgestones spezielle NanoPro-Tech™-Technologie zum Einsatz. Energieverlust in Formel 1 von Wärme, der beim Fahren durch die Reibung der Kohlenstoffpartikel gegeneinander entsteht, wird durch NanoPro-Tech™- reduziert.

Diese Ecopia Lkw-Reifen bieten fortschrittlichen und kraftstoffbewussten Flotten mit hohem Fernverkehr-Einsatz die meisten Vorteile. Um Kosten sparende, von Truck Point und Bandag in ganz Europa angebotene Reifenwartungsverträge ergänzt, können Bridgestones Kraftstoff sparende und langlebige Ecopia Lkw-Reifen und runderneuerte Reifen die Betriebskosten einer Flotte und deren Umweltauswirkungen deutlich senken.

Bridgestone Tests haben gezeigt, dass der Rollwiderstand bei Ecopia-Reifen auf einer üblichen Lastzugkombination gegenüber bisherigen Produkten bei voller Profiltiefe um 12 % verbessert wurde.

Neue und runderneuerte Ecopia Lkw-Reifen sind in ganz Europa ab September 2010 erhältlich. Die Markteinführung wird von einem Marketingprogramm unterstützt, das erklärt, wie das Ecopia-Produkt- und -Servicepaket Flottenbetreibern helfen kann, die Umwelt zu schonen und gleichzeitig die Kosten zu senken. Eine spezielle Ecopia-Website (www.Ecopia.eu) enthält ein spezielles Modul namens „Ihr ökologischer Reifenabdruck“, mit dem Unternehmen die Umweltauswirkungen ihrer Flotte berechnen können. Natürlich wird hier auch die Möglichkeit geboten, sich über Verbesserungen der Umweltbilanz zu informieren.

Medieninformation: G. Meylemans/D. Collins: +32 2 714 68 40

Die Bridgestone Europe NV/SA mit ihrem europäischen Hauptsitz in Brüssel gehört zur Unternehmensgruppe der Bridgestone Corporation. In Europa entwickelt und produziert das Unternehmen hochwertige Fahrzeugreifen, die über 20 Niederlassungen und weitere Absatzkanäle in ganz Europa einschließlich Osteuropa vertrieben werden. Die Produkte werden auch in andere Länder exportiert, u. a. nach Japan.

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For immediate release

Hannover, 21st September 2010

Low-rolling-resistance Ecopia truck tyres – the hard facts

“For fuel efficient tyres offering long performance at an attractive price, probably nobody beats Bridgestone Ecopia”

Mr Josef Klausing, Fleet Manager, Overnight GmbH, Germany.



Many road transport operators today are looking for ways to reduce fuel and tyre costs, as well as their vehicles' ecological footprint. One such operator is Overnight, a mid-sized food-delivery company in Osnabrück, Germany. After extensive tyre tests the company has discovered how Bridgestone's new low-rolling-resistance Ecopia truck tyres can help fleets achieve all these goals – lower fuel bills, lower tyre costs and lower carbon emissions.

Ecopia for cost-conscious operators

Overnight operates 42 tractor-trailer combinations, with 4x2 Mercedes-Benz Actros tractors and 3-axle frigobox trailers. Bridgestone and other leading tyre brands are used throughout the fleet. Vehicles average 145,000 km a year, with up to 90% on motorways.

Controlling vehicle costs and emissions are key responsibilities for Overnight Fleet Manager, Mr Klausing. Vehicle usage and fuel consumption are closely monitored and detailed records are kept of all tyre operations: pressure checks, mounting and demounting, pattern and position changes, mileage and tread-depth wear. A bonus incentive programme encourages every driver to drive economically, backed up by a grading system and eco-training from Mercedes-Benz.

Hard facts, hard savings

In this carefully controlled situation, Overnight agreed to test new Ecopia low-rolling-resistance tyres for one year versus the previous Bridgestone highway line-up¹.

The results were clear and impressive: average fuel consumption declined 3.25% with the Ecopia line-up (producing a similar decline in CO₂ emissions) whereas mileage remained unchanged.

“Bridgestone tyres offer excellent performance and outperform actual products” says Mr Klaus. “Feedback about Ecopia tyres from the drivers has also been very positive and no performance difference compared to regular Bridgestone tyres was noticed... except of course the reduction of fuel consumption.”

“To drive costs down further, I will expand the use of retreads. The fact that the Ecopia line-up is also available as retread and offers similar mileage and rolling resistance is of course a major asset.”

The core technology applied in Ecopia truck tyres is Bridgestone’s new cap and sidewall compound which lowers the rolling resistance coefficient. Backed up by professional tyre maintenance services, Bridgestone’s fuel-efficient and long-lasting Ecopia truck tyres and retreads can significantly reduce a fleet’s operating costs and impact on the environment.

Media information: G.Meylemans/D. Collins: +32 2 714 68 40

Bridgestone Europe NV/SA - with European headquarters in Brussels, Belgium - is a key division of the Bridgestone Corporation. It develops and manufactures top-quality tyres in Europe which, through its 20 subsidiary sales companies and other channels, are distributed all over Europe including the Eastern European markets. Products are also exported outside Europe, including to Japan.

¹ Bridgestone R249 steer Ecopia, M749 Ecopia drive and R109 Ecopia trailer versus Bridgestone standard R249, M749 and R168 (plus any other test criteria for legal requirements).

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Bridgestone Ecopia low-rolling-resistance truck tyres on show at the IAA

The stars of the Bridgestone stand at IAA 2010 are undoubtedly the new Ecopia low-rolling-resistance highway truck tyres, unveiled at the show for the first time. Also on display are the Bridgestone R297 EVO higher-load-capacity regional steer tyre and prototypes of the M749 Ecopia drive tyre for extra-low chassis, R249 EVO (355/50R22.5) highway higher-load-capacity steer tyre, and new high-mileage Bandag on/off retreads BDM1 and BRM1.

Ecopia range

R249 Ecopia. This new long-haul steer tyre runs with lower rolling resistance than the R249, providing operators with improved fuel efficiency without sacrificing the tyre's outstanding durability, wet performance and resistance to irregular wear. The tyre uses Bridgestone's advanced Nano-Pro Tech™ compound, which lowers the rolling resistance coefficient by reducing energy loss in the top compound during rotation. R249 Ecopia is available in 9 sizes, including 315/70R22.5 displayed at the IAA.

M749 Ecopia. This drive tyre with excellent traction and wet weather handling provides a long lifespan and low total cost of ownership. The low-rolling-resistance compound increases fuel efficiency without compromising other performance levels. 315/60R22.5 on display. Currently available in 5 sizes.

Prototype M749 Ecopia for extra low chassis. With its smaller Static Loaded Radius below 400 mm, this fuel-efficient drive tyre ensures up to 3 metres of inner loading height within the 4-metre legal limit for vehicle height. The unique 22.5" tyre (315/45R22.5) has been developed in collaboration with Daimler AG and meflo wheels (22.5x9.75") and provides low-chassis vehicles with a load capacity of 11.6 tonnes. The tyre will be launched in 2011 and available as original equipment on Daimler.

R109 Ecopia. Trailer tyres on a tractor-trailer offer the highest potential for reducing rolling resistance and fuel consumption. The low-rolling-resistance compound on the R109 Ecopia trailer tyre is enhanced by Bridgestone's new lightweight Slim Bead technology (on 65 series size) to optimise fuel savings. The Waved Belt and Turn-in-Ply construction on the 55 series increases casing durability, making the tyre ideal for heavier loads and retreading. 385/55R22.5 on display.

Greatec M709 Ecopia. Bridgestone ultra-low-profile Greatec tyres are designed specifically as single-fitment alternatives to conventional twin fitments on the drive axle. Advantages include weight savings, lower rolling resistance and less tyre width giving the benefits of reduced¹ fuel consumption and emissions, higher¹ payload and the opportunity for a wider chassis and easier tyre maintenance. The Greatec M709 Ecopia, available in size 495/45R22.5, incorporates new Low-Energy Pattern technology to further reduce rolling resistance², supported by Waved Belt and Turn-in-Ply construction for durability.

¹ Compared to dual fitment

² Compared to Greatec M709

Highway and regional tyres

Prototype of R249 EVO in 355/50R22.5. Bridgestone's R249 EVO highway steer tyre is designed to meet EURO V and VI higher load capacity requirements on the front axle without compromising chassis height. This R249 EVO (355/50R22.5) on display is currently the only highway steer tyre on the market with a front axle weight capacity of 8.0 tonnes. Durability and the higher load capacity are ensured by Bridgestone's Waved Belt and Turn-in-Ply technologies, while the low rolling resistance of the sidewall compound helps improve fuel efficiency.



R297 EVO. Bridgestone's regional steer truck-tyre designed for higher load capacity on the front axle³, resulting from Euro V and VI emission requirements, without raising chassis height. The R297 EVO meets the challenge – with no sacrifice of safety, durability or wear performance – by applying Bridgestone's Waved Belt and Turn-in-Ply technologies which increase casing durability and support higher loads. The Bridgestone R297 EVO on display (315/70R22.5) is currently the only regional steer tyre on the market able to carry 8 tonnes per axle .

Retreads: ON/OFF road

Prototype of BDM1. Bandag Drive Mixed 1 is a new-generation on/off retread traction tyre designed to reduce operator cost/km in high-wear applications such as sand and gravel work, mining, timber handling and waste haulage. The new compound and geometry slow down tread wear and produce strong traction, with high resistance to cuts and penetration. BDM1 is available progressively from end 2010 in 7 sizes to fit all popular casing dimensions.

Prototype of BRM1. Bandag Rib Mixed 1 with its slow-wearing compound is also engineered for higher mileage and lower cost/km. The new design provides a very comfortable and stable ride, with improved handling and the usual high level of Bandag reliability. Available from end 2010 in 9 sizes to retread all popular casing dimensions in the on/off road rib tyre segment.

Media information: G. Meylemans/D. Collins: +32 2 714 68 40

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	<i>Bandag EMEA has been fully owned by and integrated with Bridgestone Europe NV/SA since 31 December, 2008. Under the Bandag brand name, retreading materials and equipment are manufactured for the network of franchised dealers that produce and market retread tyres and provide tyre management services</i>

³ Compared to R297

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Driving down the cost of transport with Total Fleet Management

Bridgestone's Total Fleet Management helps customers raise vehicle productivity and drive down costs per kilometre by optimising tyre performance over the total tyre life. Wherever they are in Europe and whatever their size, fleets can expect a flexible solution from Bridgestone with tailor-made solutions to suit their specific requirements.

This position has been further strengthened by the full integration of Bandag, the world leader in truck tyre retreading, into Bridgestone's European operations. With the addition of Bandag's retread products, technical services and dealer network, Bridgestone is truly able to offer fleets best-in-class solutions.

Total Fleet Systems providing Custom solutions for efficient fleet management.

Aimed at reducing national and trans-national fleet operating costs, Total Fleet Systems is a flexible, customer-focused tyre management programme. Combined with vehicle characteristics and driving conduct, professional tyre selection and whole-life maintenance is key to achieving maximum tyre life and fuel economy with reduced environmental impact.

At the heart of the service is a sophisticated internet-based system for effective paperless fleet management – from cost/km contracts and central billing to tyre usage and costs – designed to give the operator total peace of mind.

More than 200 fleets are now registered with Bridgestone's Total Fleet Systems, including some of the biggest names in Europe. In 2009, more than 200,000 jobs were processed online and over 180,000 tyres were fitted.

The service is backed by Bridgestone's Total Tyre Inspection (T2i), an exclusive tyre management software package that tracks the facts in real time and helps raise tyre performance, including cost/km and km/mm analysis for whole fleets or individual vehicles, with state-of-the-art reporting.

This service has attracted 250 users, with more than 4,500 vehicles inspected via T2i every month in 2009.

Total Tyre Management offering Professional tyre service anywhere in Europe, any time.

This service is provided by the Truck Point network, Europe's largest independent service network with 2300 professional truck-tyre dealers in 21 countries. With fully-equipped facilities, highly-trained staff and the full range of Bridgestone and Bandag products, Truck Point offers a one-stop source of customised fleet management services right through the total tyre life.

National and international tyre breakdown cover is provided 24/7 by Service Europe, with fully-trained and experienced Truck Point technicians. The service is rapid and responsive: just one free call to one multi-lingual service centre, with pre-agreed fixed prices invoiced directly to the fleet operator or via the Truck Point member.

Bridgestone has moved to standardise the high-quality performance levels of Truck Point dealers with the introduction of an accreditation scheme: "Truck Point Expert Dealer". Designed to provide fleets with objective confirmation of superior service standards, the programme assesses dealers by independent audit from Lloyds Register Quality Assurance (LRQA) – an organisation

recognised in 30 countries, and throughout the transport industry for its professionalism and impartiality. Performance criteria cover all key operating areas, including equipment levels, stock inventory, casing management, service provision, training and breakdown performance.

This accreditation programme is now being expanded across Europe, after a successful pilot test in the UK. France, Germany, The Netherlands, Spain and Belgium have already joined the programme.

Total Retread Systems: Unleash the full potential of your tyres.

The inclusion of Bandag into Bridgestone's Total Retread Systems' package enhances Bridgestone's ability to meet the needs of the European transport market, where retreads represent approximately 40% of tyres fitted.

With Bridgestone and Bandag retreads, fleets can be sure of obtaining the best performance and safety at a fraction of the cost of a new-tyre. The product range incorporates the same latest-generation tread patterns as premium Bridgestone tyres, covering a wide range of applications and axle positions, including new drive and trailer Ecopia patterns.

All Bridgestone and Bandag retreads can be professionally produced by certified Bridgestone retreaders and Bandag's 140 plus European dealerships. Along with the quality guarantees of their brand labels, Bridgestone and Bandag retreads also meet the strict quality and safety requirements of ECE 109 certification.

Bridgestone has a comprehensive track & trace and inventory management system that helps optimise the financial value of the casings and the return on investment. Through Bridgestone's online system casings can be collected, tracked, evaluated and/or banked.

Total Tyre Range offering Premium tyres for premium performance.

Bridgestone manufactures a complete range of premium quality truck and bus tyres and retreads for all vehicle applications, combining superior safety with high mileage, resulting in cost savings over the whole tyre life.



This range has now been strengthened with the introduction of Ecopia truck tyres, displayed for the first time at the IAA 2010. Ecopia truck tyres incorporate Bridgestone's new compound technology – including the NanoPro-Tech™ compound – which lowers rolling resistance, thereby reducing fuel consumption and carbon emissions. The added value for operators is that this is achieved without sacrificing Bridgestone's high performance levels of durability, irregular wear and wet safety.

The Ecopia line-up includes steer, drive and trailer tyres, with drive and trailer patterns available also as pre-cured retreads. Bridgestone tests have shown that Ecopia tyres on a standard tractor-trailer combination deliver an average of 14% improved rolling resistance compared to the previous Bridgestone pattern line-up¹ at full tread depth.

The simple, point-and-click, tyre selector module at www.bridgestone.eu helps fleets select the specific Bridgestone tyre for each application and axle position, enabling them to benefit from superior cost-efficiency over the total tyre life. A link to Bridgestone's dedicated Ecopia website (www.ecopia.eu) enables operators to access a special module entitled "Your ecological tyre print" which calculates the environmental impact of their fleet and invites them to obtain details on how to improve it.

¹ R249, M749 and R168

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	<p><i>Bandag EMEA has been fully owned by and integrated with Bridgestone Europe NV/SA since 31 December, 2008. Under the Bandag brand name, retreading materials and equipment are manufactured for the network of franchised dealers that produce and market retread tyres and provide tyre management services</i></p>

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Bandag to expand under Bridgestone ownership

Bridgestone Corporation purchased Bandag, the world's leading retread brand, in 2006 with European operations passing to Bridgestone Europe in 2008. Since then, all Bandag core operations have been fully integrated in the Bridgestone Europe organisation, with sales and field staff integrated in Bridgestone national sales companies.

Stronger retread service

The merging of Bandag activities brings significant benefits to Bridgestone. Retreading is an important service for commercial fleets – approximately 40% of replacement truck tyres in Europe are retreads – and the Bandag business raises Bridgestone's capabilities considerably.

"Bandag has a very comprehensive range of products and technical services" says Gerry Duffy, VP Sales & Marketing, Bridgestone Europe "with strong positions in, for example, the ON/OFF-road and city bus segments. With the combined Bridgestone-Bandag retread package we can offer best-in-class solutions to fleets."

Bridgestone plans to keep the current Bandag model unchanged with activities grouped under the Bandag "Six Gears" concept: products, equipment, value-added services, sales support, fleet programmes and business consultancy solutions. "The aim", says Steven Janssens, Senior Manager in Bridgestone's new Retread Franchise Operations unit "is to make Bandag business more complete and stronger".

New brand structure

The new Bridgestone retread brand structure reflects this goal. At the top end, Bridgestone's Qualitread range will be progressively renamed Bridgestone Retread, in line with the global branding strategy, and focus on providing the newest Bridgestone treads and compounds to the long haul, pan-European transport sector. Bridgestone Retread will also be at the top of the price spectrum, concentrating on cost-per-kilometre and mileage contracts.

The Bandag Premium Application-Specific range will be priced just below Bridgestone Retread and above the Bandag Standard line-up, which will be strengthened with the addition of Bridgestone patterns. "2010 will see 7 new products" says Janssens "including 2 new unique designs and 5 Bridgestone patterns."



Distribution still growing

Bandag has more than 140 franchised dealers in Europe, including Qualitread dealers who have been converted since the merger, and plans to continue expanding the network. Although some Bandag dealers work with competitive tyre manufacturers, Bridgestone has no plans to change this. "We totally respect relationships with others" says Duffy; "Bandag is a business – not just a brand."

With Bandag now fully integrated, Bridgestone sees strong growth ahead for its retreading business. "Bridgestone and Bandag retreads offer fleets comparable performance and mileage

to new tyres – at a significantly lower cost” says Janssens. “It is also a good ecological solution, using up to 75% less energy and resources than making a new tyre, as well as reducing the number of tyres for disposal.”

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Facts & Figures

The company

Bridgestone Europe (BSEU) is a key regional subsidiary of Tokyo-based Bridgestone Corporation, the world's largest manufacturer of tyres and other rubber products. Bridgestone Corporation and its subsidiaries employ almost 138,000 people around the world, operate 187 plants in 26 nations and sell products in more than 150 countries. One in five vehicles in the world drives on the company's tyres.

Facilities & resources

Bridgestone Europe employs over 13.000 staff throughout Europe in:

- 20 national sales companies
- 8 tyre manufacturing plants (France, Italy, Poland, Hungary and Spain) each with a distribution centre
- major R&D and testing centre in Italy
- state-of-the-art Proving Ground (Italy) opened in 2004
- 3 European Logistics Centres: Zeebrugge (Belgium), Madrid (Spain) and Bor (Czech)
- European headquarters in Brussels
- BSEU owns a 16.64% stake in Finland's Nokian Tyres PLC.

Products

Tyres are sold under the Bridgestone, Firestone, Dayton and other brand names for:

- passenger cars, 4x4 vehicles, trucks and buses
- all types of commercial, construction and off-road vehicles
- tractors and agricultural machinery
- motorcycles and scooters
- motor sport and aircraft

Sales

Bridgestone sales in Europe totalled 3 billion EU in 2008.

With its leading tyre technology, the company focuses on high-performance tyres:

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Bridgestone Europe NV/SA

Kleine Kloosterstraat 10
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- major supplier of original equipment to car manufacturers (including Porsche, VW group, Ford group, BMW, Mercedes, General Motors, Peugeot, Citroën, Renault, Toyota and Fiat group)
- pioneer in run flat technology and major supplier to car manufacturers
- leading manufacturer in the agricultural market (Firestone brand)
- leading manufacturer in the motorcycle market
- leading brand in the truck & bus replacement market and a leading supplier to vehicle manufacturers (Mercedes, Renault, Volvo, Scania, MAN, DAF, Iveco)

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Mr. Makio OHASHI

Vice President and Officer

Born: August 6, 1955

1979 (Apr) Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation)

2002 (Nov) General Manager, Asia and Oceania Division

2004 (Oct) General Manager, Seconded to Bridgestone Australia Ltd.

2008 (Oct) Director, Specialty Tire Business Division;
Concurrently General Manager, Agricultural Tire Department

2010 (Mar) Director, Specialty Tire Business Division;
Concurrently General Manager, Off-the-Road Tire Department,
Agricultural Tire Department

2010 (Mar) Vice President and Officer
Seconded to Bridgestone Europe NV/SA
CEO and President of Bridgestone Europe NV/SA

As of March 30, 2010

Mr. Shoshi ARAKAWA

Chairman of the Board, CEO and President

Born: April 8, 1944

- 1968 (Apr) Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation)
- 1988 (Mar) Manager, Executive Secretarial Office
- 1991 (Jul) General Manager, F21 Planning and Promotion Project Group
- 1992 (Mar) Managing Director of Thai Bridgestone Co., Ltd.
- 1997 (Mar) Managing Director of Thai Bridgestone Co., Ltd.
Member of the Board
- 1997 (Aug) Director, China Division
Member of the Board
- 1998 (Jan) Director, Asia and Oceania Division;
Member of the Board
Concurrently General Manager, China Department
- 2001 (Mar) Vice President and Senior Officer
Member of the Board
Seconded to Bridgestone/Firestone Europe S.A.
Chairman, CEO of Bridgestone/Firestone Europe S.A.
- 2003 (Jan) Vice President and Senior Officer
Member of the Board
Seconded to Bridgestone Europe NV/SA
Chairman, CEO of Bridgestone Europe NV/SA
- 2003 (Mar) Senior Vice President
Member of the Board
Seconded to Bridgestone Europe NV/SA
Chairman, CEO of Bridgestone Europe NV/SA
- 2004 (Mar) Senior Vice President
Member of the Board
Responsible for International Operations
- 2005 (Jul) Executive Vice President
Member of the Board
Responsible for International Operations

2006 (Mar) Chairman of the Board, CEO and President
Chief Risk-Management Officer

2006 (Dec) Chairman of the Board, CEO and President

As of December 1, 2006