

facts challenge commitment

Looking after your tyres is easy. With regular care, they can mean the difference between life and death on our roads.

Facts

1 in 8 motorists drive on tyres that are worn beyond the legal limit. 7 in 10 motorists drive on under-inflated tyres and 1 in 50 on both severely worn and severely under-inflated tyres. These are just a few of the findings of over 38,000 free tyre safety checks conducted by Bridgestone in 9 European countries last year.

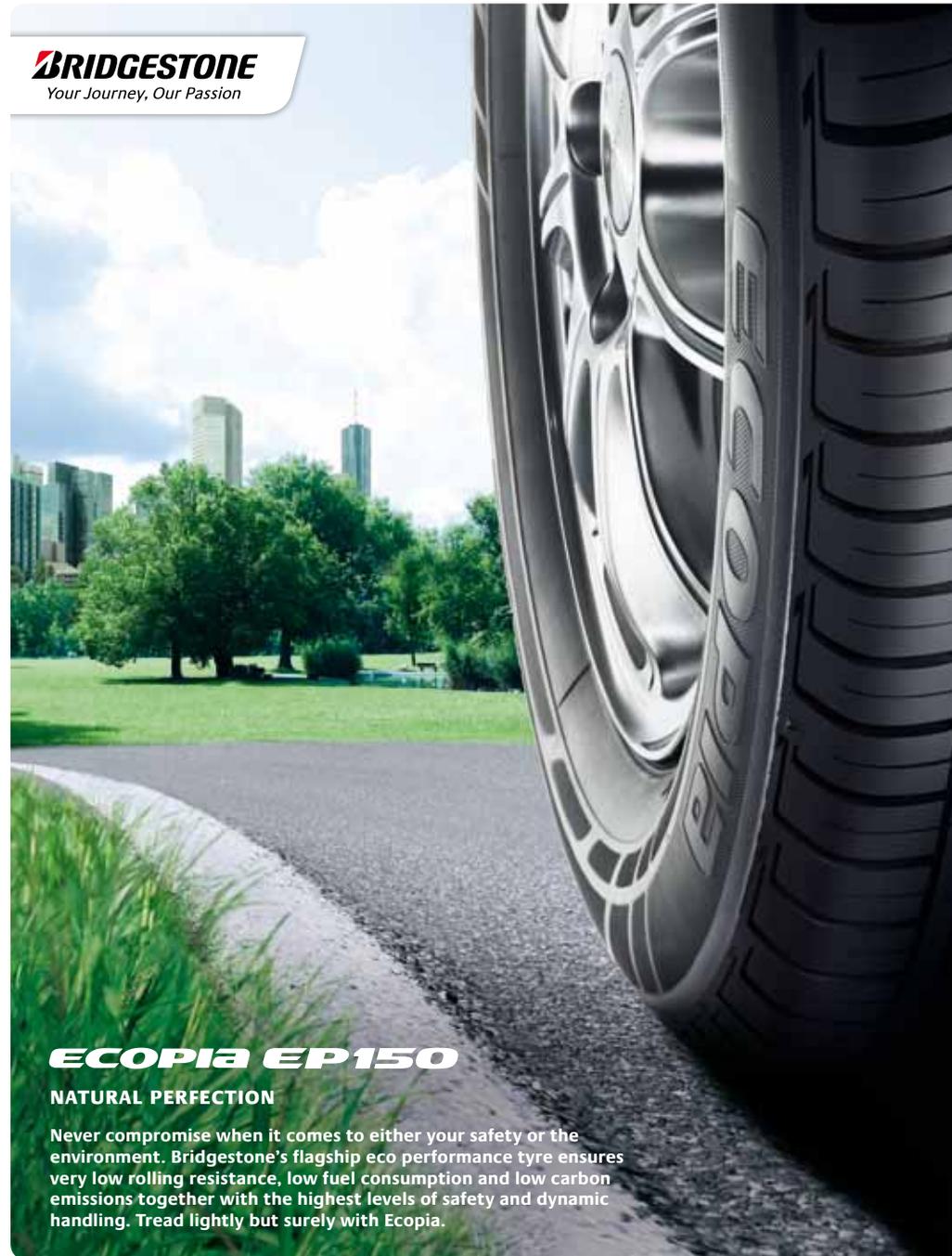
Challenge

Every year, more than 35,500 people are killed on European roads. In line with the European Road Safety Charter, Bridgestone is committed to reducing this figure by 25,000 by raising awareness of the importance of tyre safety.

Commitment

Bridgestone is dedicated to offering a high level of safety on the roads. As well as producing tyres that offer excellent grip and braking response across a variety of conditions, Bridgestone has also renewed its commitment to carrying out even more free tyre safety checks this year, throughout Europe.

BRIDGESTONE
Your Journey, Our Passion



ECOPIA EP150

NATURAL PERFECTION

Never compromise when it comes to either your safety or the environment. Bridgestone's flagship eco performance tyre ensures very low rolling resistance, low fuel consumption and low carbon emissions together with the highest levels of safety and dynamic handling. Tread lightly but surely with Ecopia.

ECOPIA

Bridgestone Europe
For your nearest Bridgestone Authorized Dealer,
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Tyre Safety Matters

What difference does
tyre care make?



What's stopping you?

Tyre Safety in 3 Easy Steps

Four small strips of rubber, each the size of a postcard, are all that stand between you and potentially life-threatening situations on the road. So take care of your tyres. Keep them correctly inflated and replace them when worn or damaged.

Worn or underinflated tyres:

- increase your stopping distance
- adversely affect handling
- increase the risk of skidding or aquaplaning
- significantly reduce the lifespan of your tyres
- increase rolling resistance
- consume more fuel
- produce more CO₂ emissions

Be on the safe side. If you're not sure if your tyres are safe, always ask a specialist.

1 Check your tread depth

More tread means more grip. While the legal minimum tread depth in the EU is 1.6mm (about the width of a match), Bridgestone recommends replacing your tyres well before then. Anything under 3mm - or 4mm for winter tyres - can seriously compromise performance and safety.

Check tread depth:

- with a dedicated tread gauge
- on all four tyres
- in each main groove
- in at least 2 points along the groove
- using the built-in tread wear indicator on your tyres
- using the separate 4mm indicator on winter tyres



The legal limit of 1.6mm is reached when the tyre is worn to the level of the tread wear indicators in the main grooves.



2 Check your tyre pressure

Maintaining correct inflation pressure is as essential to driving as putting fuel in your car. As tyres naturally lose pressure over time, you need to refill them regularly. You can find the correct tyre pressure for your vehicle in your operating manual and in most cases either under your fuel cap, on the inside of your door or in your glove compartment. Note that correct pressure values are often different for front and rear tyres and are higher for fully loaded vehicles.



Check your tyre pressure:

- when your tyres are cold
- at least once a month
- before long journeys
- when carrying heavy loads

3 Check for damage or irregular wear

Your tyres are built to withstand tough treatment. But they are not indestructible. Poor wheel alignment, prolonged under or over-inflation and harsh road conditions can all cause damage that will compromise the reliability of your tyres. In any case, Bridgestone recommends replacing tyres older than 10 years.



Check regularly for:

- uneven wear (on both sides of the tyre)
- cuts, tears, cracks or bulges on the side wall
- impact damage, especially after driving on rough surfaces
- stones or other sharp objects lodged in the tyre
- damage to wheel rims (which can in turn damage your tyres)
- aging tyres (Bridgestone recommends replacing tyres older than 10 years)

Know your tyre

Your tyres actually carry a lot of information around with them. The following tips will help you decipher the most important details.



A Tyre Size

Code denoting your tyre's width (235mm), height (55% of the width) and rim diameter (17 inches).

B Load Index

Code denoting the maximum weight your tyre's can carry at the speed designated by the speed symbol (99 = 775kg).

C Speed Symbol

Letter corresponding to your tyre's maximum speed (W = 270km/h). This should generally be higher than your vehicles maximum speed. However, there are exceptions for winter tyres and exemptions in some countries.

D Production Date

The week and year your tyre was made (in this case, week 3 of 2011). Bridgestone recommends replacing tyres older than 10 years. If in doubt, check with a tyre specialist.