

## **Bridgestone rolls out four consumer tires**

LAS VEGAS (April 1, 2013) — Bridgestone Americas is rolling out two additions to its Potenza high-performance line plus an all-season Dueler for crossover vehicles and a Blizzak winter tire for European luxury sedans. Bridgestone introduced the four tires last week in Las Vegas during a “Your Time to Perform” ride-and-drive event for dealers and the motoring media. Bridgestone previewed the tires last October at its Affiliated Retailer national convention in Nashville. The new Potenza models are the RE97AS, targeted at enthusiast and social drivers, and RE-11A, an evolution of the RE-11 featuring improved grip and durability. Both began shipping last month, Bridgestone said. The RE97AS will be marketed with the tagline, “Performance and Touring — get the best of both worlds.” It will be available in V- and W-rated versions in 23 sizes ranging from 16-19 inches in rim diameter. It is targeted at owners of performance sedans such as the Acura TL, Mazda 6 and Nissan Maxima and replaces the Potenza G019. The Potenza RE-11A maintains the tread design of the current RE-11, while an enhanced tread compound yields more grip — for faster lap times, higher speeds on the track and improved braking and cornering — while maintaining durability, Bridgestone said. The R-11A comes in 10 V- and W-rated sizes in wheel diameters ranging from 15-18 inches. Another tire targeted at enthusiasts, the Bridgestone Dueler H/P Sport AS for crossover vehicles, began shipping April 1 in 10 sizes in a 17- to 20-inch diameter range. The RE97AS and Dueler H/P Sport AS are considered part of Bridgestone’s line of eco-friendly products, featuring improved rolling resistance, reduced tire weight and use of environmentally conscious materials. The new winter tire, the Blizzak LM-32. will come in 33 sizes in 16- to 20-inch rim diameters. The tire has a directional tread pattern, high sipe density pattern and long transversal grooves for grip, along with large shoulder blocks to help with cornering and handling. It will be available starting in July. Tire Business