

ECOPIA EP300 For eco-conscious drivers who want it all

(New eco-tyre features improved fuel efficiency, superior wet grip and extended wear life)

ECOPIA
EP300



25th May 2017, Thailand – With over 20 years of experience in developing state of the art technologies and technical know-how to design high performing eco oriented products, Bridgestone is proud to unveil the new Passenger Radial ECOPIA EP300 Tyre. EP300 is positioned as next generation eco-tyre that offers low rolling resistance and superior wet grip performance while delivering an extended wear life. Through the innovative design concept and engineering solutions adopted, EP300 revolutionizes and redefines the concept of an eco-tyre by bringing it to the next level as embodied in its tagline “When You Want It All”. Demanding Drivers that “Want it all” have now available in the market a product that will fully meet their expectations.

Inherent in the ECOPIA family, EP300 is tested and proven to achieve significant fuel savings of up to 2 liters every full tank compared with conventional tyres. In tests comparing EP300 to previous

About Bridgestone Corporation

Bridgestone Tire Sales Vietnam is a company belonging to Bridgestone Corporation Japan, the world’s biggest rubber and tire producing company. Products from Bridgestone have been purchased in more than 150 nations and regions all over the world.

ECOPIA generation, the results demonstrate that the new technologies and design concept adopted for EP300 help to achieve an improved fuel savings, while offering drivers additional travelling distance of up to 11.2 km³ per tank and a superior wet grip performance for a safer drive on wet asphalt.

“Most drivers desire a way to achieve better fuel efficiency that translates into fuel savings. However, despite how careful drivers can be on the accelerator, if a vehicle is not equipped with the optimum eco-tyres, achieving good fuel efficiency and economy will be a challenge,” commented from Mr. Truong Hoang Minh, Planning & Marketing Senior Manager, Bridgestone Vietnam. “With the new ECOPIA EP300, we aim to bring drivers the best possible return from their vehicles while allowing them to do their part for the environment, as lower rolling resistance brings reduced CO2 emissions.”

Advanced Tread Pattern Design



About Bridgestone Corporation

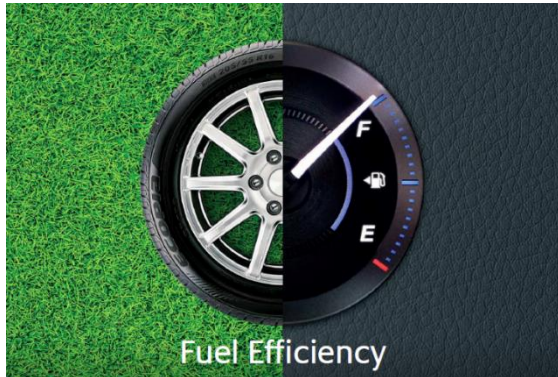
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News Release



Bridgestone Tire Sales Vietnam Limited Liability Company

9th floor Bao Viet building,
233 Dong Khoi Street, Ben Nghe Ward
District 1, Ho Chi Minh City, Vietnam
TEL +84 8 3825 6013 / FAX +84 8 3825 6088
Website: <http://www.bridgestone.com.vn>
Hotline 1900 54 54 68



Fuel Efficiency

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EP300's low rolling resistance brings fuel efficiency to the next level. This contributes to daily fuel savings and less CO² emissions, reducing the vehicle's environmental footprint.

Compared to previous ECOPIA generation, EP300 offers even further savings by traveling up to an additional up to 11.2 km per full tank.

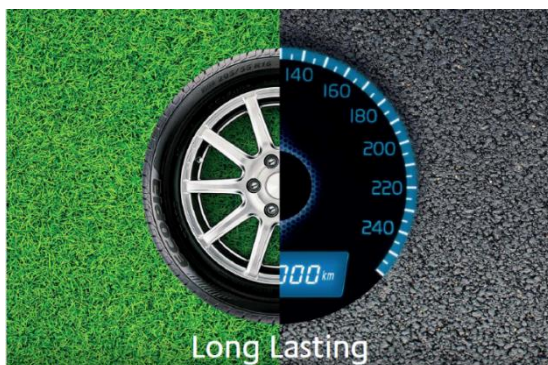
Superior Wet Grip

EP300 features enhanced NanoPro-Tech™ with a new polymer that provides enhanced wet grip due to an increased contact area that grips wet road surfaces with higher frictional force at the micro-level.

In addition, the new tread pattern contributes to anti-hydroplaning performance, better handling and reduced noise.



Safer Wet Grip



Long Lasting

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Deeper lug depth on the tyre shoulder is designed to strengthen durability and increase wear resistance. EP300 features new tread design to better control tyre deformation and provide long lasting tyre life through a uniform wear pattern.

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Sizes Available

RIM	SECTION	PR	LI	SS
18	245/45		96	V
	235/45	XL	94	W
17	225/55		97	V
	225/50		94	V
	225/45		91	V
	215/55		94	V
	215/50		91	V
	215/45	XL	91	W
	205/50	XL	93	V
	16	225/60		98
225/55			95	V
215/60			95	V
215/55			93	V
205/65			95	V
205/60			92	V
205/55			91	V
195/60			89	H
195/55			87	V
195/50			84	V
185/60			86	H
185/55			83	V

RIM	SECTION	PR	LI	SS
15	215/65		96	V
	205/65		94	V
	205/60		91	V
	195/65		91	V
	195/60		88	V
	195/55		85	V
	195/50		82	V
	185/65		88	H
	185/60		84	V
	185/55		82	V
	175/65		84	H

No. of Sizes	32
RIM sizes	15" – 18"
Aspect Ratio	45 – 65
Section Width	175 – 245
Speed Rating	H - W

ECOPIA EP300 is available in 32 different sizes and will be available progressively in Asia Pacific markets soon.

For more information, please visit your local Bridgestone dealers.

Global CSR Commitment

In line with Bridgestone's refined global CSR commitment "Our Way to Serve", ECOPIA EP300 supports the Environment by reducing the emission of greenhouse gases. In addition, EP300 enhances the concept of Mobility by providing a more sustainable way to support the way people move, live, work and play.

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