

## **Bridgestone launched new tire Ecopia EP300 - When you want it all**

Ho Chi Minh City, 8<sup>th</sup> November 2017- In this November, Bridgestone introduced to Vietnam market the new fuel efficient tires - Ecopia EP300 through the experience trip "When you all it" from Ho Chi Minh to Ho Tram with 14 customers that selected by Bridgestone. In this more-than-200km journey with various road and weather conditions, Bridgestone Ecopia EP300 successfully persuaded all customers by real experience of fuel saving and superior grip performance, under the world-class automotive expert' guidance.

### **How do tires affect fuel consumption?**

Few of us know the fact that tires affect the amount of fuel consumed. According to the U.S Energy Department, 5 – 15% of the fuel in the car is used to overcome the rolling resistance. In a 2003 study, the California Energy Commission concluded that using low rolling resistance tires would save 1.5 - 4.5% of fuel.

Understanding the importance of tires in fuel economy, along with the market demand for fuel limitation, cost savings, environmental protection, Bridgestone - the world's largest tire company has spent many years in research and development of Ecopia. This is a distinctive tire with outstanding fuel efficiency, optimized rolling resistance for each generation. As the latest generation in the Ecopia line, Ecopia EP300 has officially launched in the Vietnam market in November.



*14 customers are selected by Bridgestone Vietnam to attend Ecopia EP300 experience  
"When you want it all" trip*

### **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.*

The latest test of Bridgestone in Thailand, with Toyota Camry, 2.0 engine capacity, tire size 215/60R16 in the pressure of 230kpa, showed that when using Ecopia EP300 having low rolling resistance, that car could travel an addition up to 11km per 70L petrol capacity compared to conventional tires.

"My car is a service vehicle so it runs from 150-200km a day, averagely 1-2 days to fill the tank. The fuel-efficient tire will help me reduce operating costs, which increases the economics of using car", Mr. Duy Ngoc shared in "When you want it all" trip.

### **There is no conflict between low rolling resistance and high wet grip**

In common view, there is a conflict between rolling resistance, which results in low fuel consumption, and the ability of road grip. Smaller rolling resistance means less fuel used, but more difficult to grip well. This is exact with the previous tires, as consumers must choose between these indexes. However, with the new silica compound technology, Bridgestone has developed a fuel saving tire that has both high traction under sharp bends or wet roads, and low rolling resistance at small velocity points.

Ecopia EP300 is developed based on Nano Pro-tech technology, enhancing the bond between molecules and high dispersing silica. As a result, Ecopia EP300 can save up to 8% of fuel. The grip performance also improved, shortening the braking distance even when the vehicle is running with high speed.

Applying the great features of silica in the Ecopia EP300 becomes an innovation in the tire industry, making contradiction be reality.

Moreover, with round shaped block edge and round rib edge design, Ecopia EP300 allows quick water drainage, thereby increasing its grip on slippery surfaces. The tread is also designed to increase the contact surface between the tire and the road, which provides long lasting life of tire.

### **The first Vietnamese customers experienced Ecopia EP300 tire**

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14 lucky customers were given the full set of 04 Ecopia EP300 tires, wheel alignment at Bridgestone Passenger Tire Care Service Centers (B-Select) and participated in the practical experience trip "When you want it all". From Ho Chi Minh City to Ho Tram, the customers drove freely based on the usual routine.

In Ho Tram, under the sharing of Bridgestone Asia Pacific General Manager Consumer Sales & Marketing and enthusiastic guidance from BMW global trainer, participants knew how to drive more safely and fuel saving. Specifically, the drivers learned to check tire pressure before driving, adjust their posture while driving, braking as well as accelerating. On the road from Ho Tram to Ho Chi Minh City, they had the opportunity to practice the lessons to determine its effects.



*Sharing from Representative of Bridgestone Asia Pacific and trainer from Global BMW*

As a result, all 14 customers have applied effectively when the return trip consumed less than the departure one. Customers who achieved the least amount of fuel received useful gifts such as high-end trip camera, mobile wifi transmitter as well as anniversary gifts from Bridgestone Vietnam.

As one of the winners, Mr. Dang Khoa said, "Today I feel like I have been attended in an advanced driving training. Besides getting more deep knowledge in low rolling resistant tire helping save more fuel, I also have the experience of driving safely with less fuel consumption. I'm so impressed by this memorial journey with Bridgestone."

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After launching in the South East Asia, Ecopia EP300 has been officially distributed at Bridgestone dealers across the country, offering Vietnamese customers more opportunities to experience this superior product line.



*The experience journey Ecopia EP300 from Ho Chi Minh City – Vung Tau*

On this occasion, Bridgestone also provides a special offer of 01 Bridgestone eco bag and T-shirt when buying 02 Ecopia EP300 tires. The offer is applied in all nationwide Bridgestone dealers from 20<sup>th</sup> November until 30<sup>th</sup> November 2017. For more information, customers can visit the website [www.bridgestone.com.vn](http://www.bridgestone.com.vn) or contact the Bridgestone hotline at 1900 54 54 68.

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