

Comfort Above All – Bridgestone Launches Turanza T005A in Asia Pacific Region

Designed for a Quieter, Safer & Smoother Journey



NEW TURANZA T005A

Comfort above all.
For a quieter, safer and smoother journey.

Thailand, 14th March 2018 – Bridgestone Vietnam, a subsidiary of Bridgestone Corporation, the world's leading rubber and tyre company today announced the official launch of its Turanza T005A premium high performance tyre that promises a smooth journey with first class comfort, superior quietness and assured safety.

Turanza T005A offers an exceptionally comfortable driving experience for both short and long distance journeys. This flagship tyre features variable pitch that reduces pattern noise and high-angle sipes that are fine-tuned to soften tyre impact on the road leading to less road noise. In addition, the improved tyre contact shape and reinforced sidewall help reduce vibrations. Through Bridgestone's advanced tyre technologies and various on-the-road tests, Turanza T005A is designed and developed to be equipped with an optimized contact shape that ensures consistent contact pressure on the road to reduce shock and impact noise for better comfort. Turanza T005A has also been improved at the molecular level, with Bridgestone introducing an exclusive Nano Pro-Tech™ compound for this tyre. The new compound is engineered to strengthen the bond between silica and polymer to increase the contact area, resulting in reduced heat generation and energy loss, leading to better wet performance and safety. Lastly, chamfering on the tyre prevents deformation and ensures even contact with the road for improved braking performance.

“Bridgestone is committed to continuous investment in our technology, to produce



Worldwide Olympic Partner

**Bridgestone Tire Sales Vietnam
Liability Company**

9th Floor, Bao Viet Building
233 Dong Khoi St, Ben Nghe Ward, District
1, Ho Chi Minh City, Vietnam
Tel: +84 23825 6013/ Fax: + 84 23825 6088
Website: <https://bridgestone.com.vn/en>
Hotline: 1900 64 64 68

innovations that enable safer, smoother and more seamless mobility, to support how individuals and communities move, live, work and play,” said Mr. Kovaiarasu Chettiar, Marketing Director of Bridgestone Asia Pacific Sales Marketing Division. “We’re very excited to bring our latest Turanza tyre to the Asia Pacific region and believe that it will fulfill premium car owners’ high expectations on the ride comfort of their vehicle.”

Bridgestone Turanza T005A has already been selected as original fitment by premium car brands, and it will be launched in selected markets across the Asia Pacific Region in 1H2018.

Sizes Available

Turanza T005A is available in 36 different sizes in Vietnam market. Size availability may differ by market.

For more information, please visit your local Bridgestone dealer.

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world’s largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 25 over countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.

- End -