

For Immediate Release
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EMBARGOED UNTIL MAY 15TH 2013

BRIDGESTONE ECOPIA SET TO REVOLUTIONISE LOW ROLLING RESISTANCE TYRE MARKET

- **ECOPIA Low Rolling Resistance Drive and Trailer tyres launched in Australia**
- **21% Lower Rolling Resistance than Bridgestone's Premium M722 and R295 product**
- **Extensive in-fleet testing across Australia shows fuel savings of up to 6%**
- **Potential for fleet operators to save hundreds of thousands in fuel costs**

The all new **Bridgestone Ecopia** range of low rolling resistance truck tyres has been launched onto the Australian market – and it has the potential to save fleet operators hundreds of thousands of dollars in fuel costs.

Bridgestone Australia has undertaken extensive in-fleet testing with some of Australia's leading transport companies with Ecopia showing significant total (fuel and tyre) cost savings.

Andrew Moffatt, Managing Director for Bridgestone Australia, said the new Bridgestone Ecopia represented "a huge advantage" for fleet operators.

"The savings we are talking about in terms of the fuel spend for major fleets are extremely significant," Mr Moffatt said.

"For example, a fleet that spends \$23 million on fuel and \$2.3 million on tyres per year could save up to \$1 million a year based on the total fuel and tyre cost of using Bridgestone Ecopia drive and trailer tyres.

"The benefits continue when the Ecopia casings are used with Bandag low rolling resistance retreads.

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“When you combine these savings with the corresponding reduction in CO₂ emissions, we believe it makes a compelling case for business across Australia.”

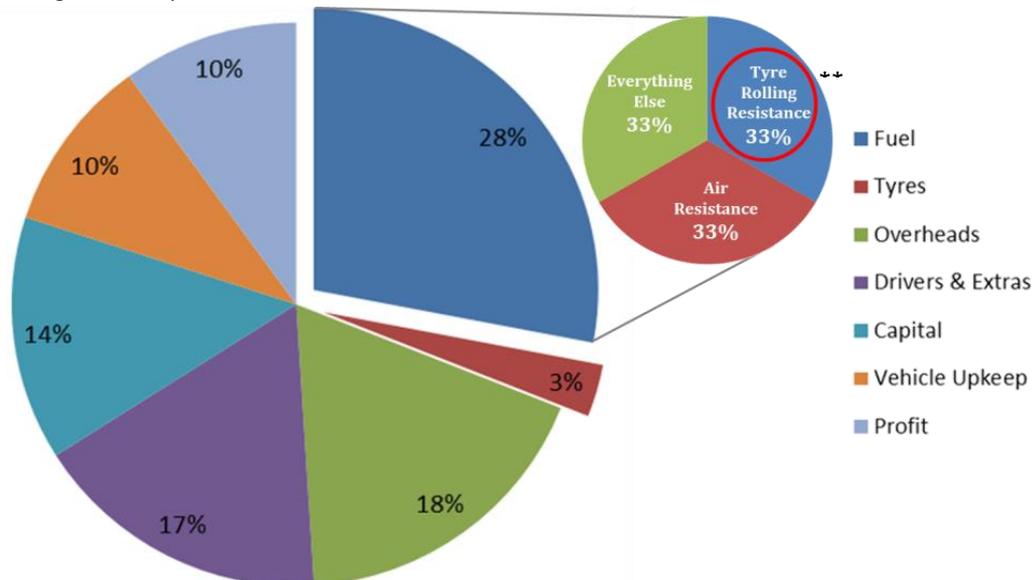
The right tyres, the right market

Unlike previous low rolling resistance (LRR) tyres launched onto the Australian market, the Bridgestone Ecopia 11R22.5 M749 Drive and 11R22.5 R109 Trailer tyres are the right products in terms of delivering benefits for fleet operators.

That’s because drive and trailer tyres account for 91% of a vehicle’s total rolling resistance in B-Double configuration (66% trailer, 25% drive) whereas previous LRR efforts have focused on the steer tyre.

Typically, fleets in Australia spend more on fuel than anything else at almost a third of their total outgoings. When the effect of tyre rolling resistance is calculated, it can be argued that **rolling resistance accounts for around 10% of a fleet’s total spend.**

Graph: Average Fleet Expenditure*



*Figures based on survey of major fleet customers conducted by Bridgestone Australia

**Rolling resistance quotients calculated using *Secrets of Better Fuel Economy*, published by Cummins in 2006

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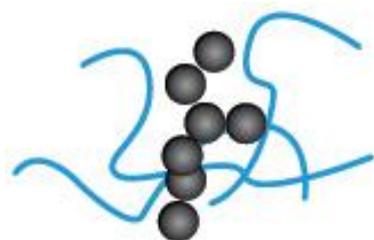
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Bridgestone Ecopia doesn't just offer an advantage when compared with the competition. Controlled laboratory testing has shown the Ecopia M749 and R109 both have **21% lower** rolling resistance than the class-leading Bridgestone drive and trailer tyres.

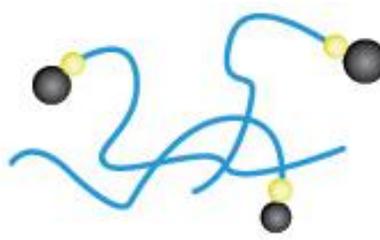
Leading technology

Ecopia tyres have conventional tread compounds, so can be used wherever line-haul Bridgestone tyres (such as M722, R295, R187) are used successfully. The difference lies in Bridgestone's Ecopia casing technology.

In a conventional tyre's compound, carbon molecules inside the tyre clump together, causing friction and generating heat which leads to energy loss. The Ecopia compound used in the sidewalls of the M749 and R109 features state of the art reinforcement technology which keeps the carbon molecules dispersed, minimising energy loss and friction.



Conventional sidewall compound



Ecopia sidewall compound

Tried and tested

Bridgestone has been working with leading Australian fleets running Ecopia drive and trailer tyres across multiple B-Double, tanker and trailer applications and the results have been significant.

"On average, we have been seeing up to a **6% fuel saving** across the fleets we have been working with," said Claudio Sodano, Bridgestone's National Technical Field Service Manager.

"These have been real, repeatable results that we have seen time and time again across many weeks and months.

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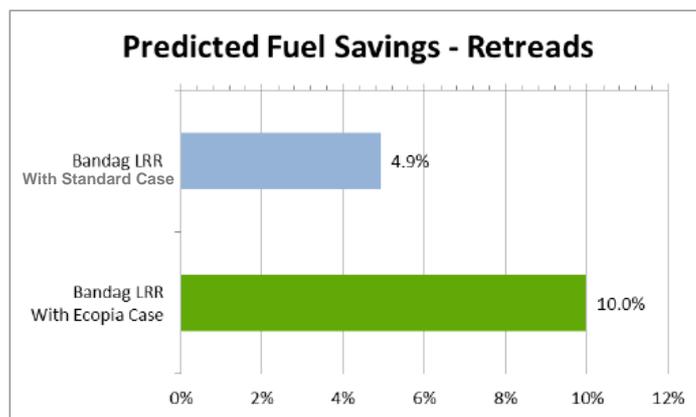
“Given the tight margins for operators in the trucking industry that’s not just putting a smile on our customer’s face, but it’s also translating into savings that go straight to their bottom line.”

Total cost savings

Potential savings for fleets have been calculated taking Ecopia’s purchase price and wear characteristics into account, and the overall savings are significant. In fact, for a fleet spending \$23m a year on fuel and \$2.3m on tyres, using Bridgestone Ecopia could save up to \$1m every year.

Because the Ecopia casing also has LRR benefits, they can deliver significant fuel savings when utilised as retreads.

In fact, when Ecopia casings are re-used in Bandag Low Rolling Resistance Retreads, the predicted fuel savings are doubled when compared with using a standard casing.



Better economy, better for the environment

Using less fuel translates into lower CO₂ emissions – and that is also becoming a vital aspect for fleets.

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“With the government placing more emphasis on emissions reporting through programs such as the NGER scheme, it is becoming increasingly important for operators in the trucking industry to lower their emissions and improve their green credentials,” Mr Moffatt said.

“We believe Ecopia has the potential to not only deliver significant savings for fleets but also help them better position themselves in an ever-changing marketplace.

“Ecopia is an important product for us – and, we believe, for the Australian trucking industry. It’s that good.”

The Bridgestone Ecopia M749 and R109 are available now throughout Bridgestone’s authorised retailers.

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