

FOR IMMEDIATE RELEASE  
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THURSDAY 25<sup>TH</sup>

## SCHUMACHER PROMOTES 'MAKE CARS GREEN'

 **MAKE CARS GREEN**



Seven-time Formula One World Champion Michael Schumacher has helped underline Bridgestone's commitment to the FIA's *Make Cars Green* program at an event held in collaboration with the Australian Automobile Association at the RACV City Club in Melbourne today (Thursday March 25<sup>th</sup> 2010).

Bridgestone is a strong supporter of the FIA's global initiative, which educates and encourages motorists to think green before they drive to reduce the impact of cars on the environment.

Schumacher, who is making his Formula One comeback in 2010 with the MERCEDES GP PETRONAS team, used today's Bridgestone media event to speak about some of the practical applications of *Make Cars Green*.

"We are delighted to have had Michael with us in Melbourne today to help promote the *Make Cars Green* program," said Andrew Moffatt, Bridgestone Australia Ltd Senior Executive Director.

"Evidence of our global support of the *Make Cars Green* program can be seen on our Bridgestone Potenza Formula One tyres, every one of which has a bright green band to symbolise our support.

"Here in Australia, we recently launched Bridgestone Ecopia which utilises our low-rolling resistance tyre technology to lower fuel consumption and CO<sub>2</sub> emissions.

"This product has been an important milestone in our ongoing campaign to educate Australian motorists about the important role tyres play in the impact their vehicle has on the environment."

The *Make Cars Green* program educates motorists about 10 key actions, including:

1. Buy Green

## NEWS RELEASE

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2. Plan Your Journey
3. Check Tyre Pressures Frequently
4. Reduce Loads and Avoid The Need for Roof Racks
5. Don't warm up your engine before starting off
6. Use air conditioning only when necessary
7. Accelerate gently and keep your speed constant
8. Use engine braking
9. Don't idle your engine
10. Offset your CO2 emissions

"Driving on tyres with air pressure at just 50kPA (0.5kg/cm<sup>2</sup>) lower than it should be decreases fuel efficiency by two per cent in urban areas and four per cent in suburban driving," Mr Moffatt said.

"Additionally, a correctly inflated tyre increases the grip on the road and is therefore not only a greener but also a safer tyre."

Bridgestone is the sole tyre supplier to the 2010 Formula One World Championship. Further information about the *Make Cars Green* program can be found at [www.bridgestone.com.au](http://www.bridgestone.com.au).

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**Photographic Images:**

Images from today's event are available for downloading by the media for editorial use from the Bridgestone Motorsport Media Website:

<http://www.bridgestonemotorsportmedia.com>

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