

For Immediate Release  
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## **Bridgestone's all new "First Class Comfort" tyres to hit the roads from March 2014**

Singapore (22 March 2014) – Bridgestone Tyre Sales Singapore Pte Ltd announced the introduction of its latest premium product, TURANZA GR-100 tyre, at a launch event held at Universal Studios Singapore. The flagship model of the company's premium TURANZA line, promises the experience of "First Class Comfort" developed through Bridgestone's cutting-edge tyre technologies, taking passengers on a journey to the ultimate level of premium comfort, superior quietness, and assured confidence.

Mr. Michael Tan, Managing Director of Bridgestone Tyre Sales Singapore Pte Ltd, said "Bridgestone's TURANZA brand was originally developed to offer high quality driving, outstanding comfort and security for world-class luxury cars.

GR-100, the latest addition to this series, is a premium product offering superior performance that luxury car owners will definitely appreciate.

Building on the advancements of the TURANZA GR series, the GR-100 is Bridgestone's top level comfortable tyre to date, featuring advanced technologies and decades of accumulated research and development to complement the performance of world-class luxury sedans. The GR-100 offers an exceptionally smooth ride achieved through the tyres' asymmetric shape of sidewalls and pattern design. The optimized asymmetric shape in the tyre's sidewalls enable drivers to enjoy outstanding straight-line traveling dynamics while minimizing lateral forces caused by uneven and undulating roads. On the other hand, the asymmetric pattern features enlarged size blocks that improves stability for confident driving comfort on highways and in straightaways. Both technologies thereby provide drivers with superior riding comfort and driving stability allowing them a moment of relaxation during their ride.



The GR-100 was developed with a two-faceted approach, first by creating technologies to minimize the productions of noise, and then by implementing ways to minimize the transmission of noise into the cabin, making it Bridgestone's leading noise reducing tyre. One of the newly developed technologies, the 3D Helmholtz Resonator, creates a natural vacuum that pulls air from the grooves to minimize the production of noise, and since it is more compact than previous systems, additional resonators have been placed on all four of the grooves to disperse air pressure for a truly quiet, comfortable ride. In addition to the 3D Helmholtz Resonator, the GR-100 also features the new 3D Diamond Pattern on the inside of the tyre. While a major source of cabin noise is vibration generated through contact with the road, the 3D Diamond Pattern creates a step that dampens vibration to prevent it from passing through the tyre to become noise, thus realizing superior quietness contributing to a pleasant journey.

Inheriting the TURANZA series' key characteristic of promising drivers with superior performance, the GR-100 features Bridgestone's world-class technologies, assuring drivers confidence throughout their journey. The Square Shoulder design applied in the GR-100 ensures a flatter contact surface between the tyre and the road, enabling minimized irregular wear for complete confidence on the road. To top that off, the GR-100 also uses an advanced silica compound that has been designed to deliver excellent performance on wet and dry roads, while reducing rolling resistance for better fuel efficiency. Drivers seeking utmost confidence in their tyres are guaranteed to find this in the GR-100.

Bridgestone's TURANZA brand seeks to achieve the high-level performance that luxury car owners seek, combining comfort, security, driving performance, and advanced technology. Utilising cutting-edge tyre technologies to achieve the ideal driving conditions for the drivers of world-class luxury cars, Bridgestone is confident that the TURANZA brand will constantly continue to improve, in order to take drivers' performance to an even higher level.

Bridgestone's TURANZA GR-100 comes in 35 different sizes ranging from 15 to 19 inches, now available at all Bridgestone authorised retailers across the country. For further information about the product, you may contact our customer service at 6777 5181.

*About Bridgestone:*

*Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires 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 tire 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*

## Appendix

# TURANZA GR-100



### Product Concept

- ✓ Flagship model of TURANZA brand
- ✓ Ultimate Comfort Tire that provides “First Class Comfort”
- ✓ Represents exclusive premium product

### Target Vehicle and Users

- ✓ Premium luxury sedans
- ✓ Target users who regard brand image and high quality more importantly as compared to price; who do not drive aggressively, and considers comfort as an important factor in his/her choice of car

### Product Technology

#### Technology for Exceptionally Smooth Ride

- ✓ Asymmetric Sidewalls



By changing the shape of the sidewalls on the GR-100, you can enjoy outstanding straight-line traveling dynamics. The asymmetric design also suppresses the lateral forces caused by uneven or undulating roads, so what you feel behind the wheel is comfort and confidence.

✓ Asymmetric Pattern



**Interior**

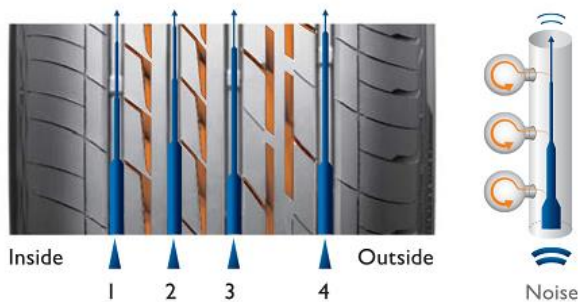
The interior tread pattern features grooves that have been placed closer to the inside of the tyre to greatly improve the dispersion of water for easy, comfortable handling in rain.

**Exterior**

The outer tread makes use of an enlarged size block that improves stability for confident driving comfort on highways and in straightaways.

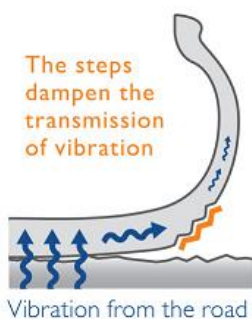
**Technology for Superior Quietness**

✓ 3D Helmholtz Resonator



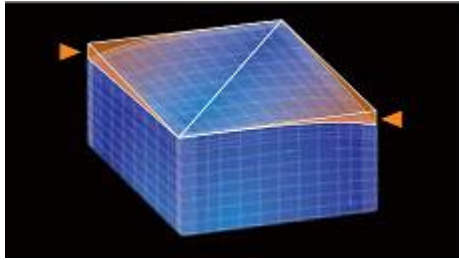
The newly developed 3D Helmholtz Resonator creates a natural vacuum that pulls air from the grooves to minimize the production of noise. And since it is more compact than previous systems, additional resonators have been placed on all four of the grooves to disperse air pressure for a truly quiet, comfortable ride.

✓ 3D Diamond Pattern



Vibration generated through contact with the road is a major source of cabin noise. The newly developed 3D Diamond Pattern on the inside of the tyre creates a step that dampens vibration to prevent it from passing through the tyre to become noise, thus realizing superior quietness.

- ✓ Silent AC Block



The Silent AC Block features a rounded 3D design that optimizes contact with the road to minimize the production of noise. This design also remains effective as the tyres wear.

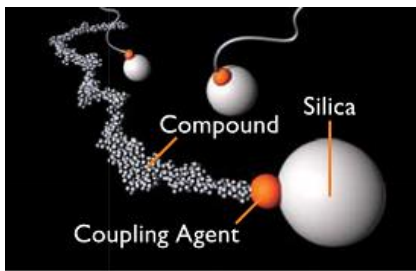
**Technology for Assured Confidence**

- ✓ Square Shoulder Design



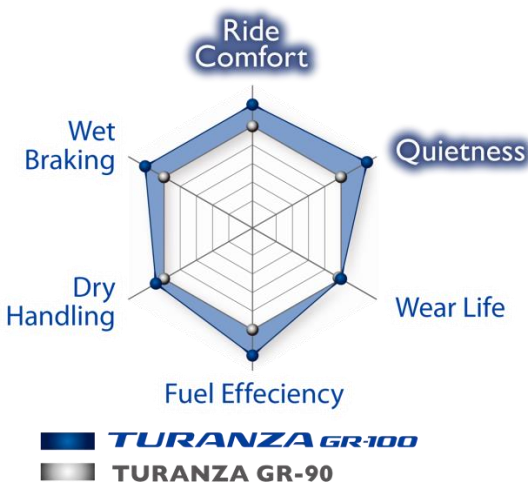
The Square Shoulder design ensures a flatter contact surface to minimize irregular wear for complete confidence on the road.

- ✓ Advanced Compound



The GR-100 uses an advanced silica compound that has been designed to deliver excellent performance on wet and dry roads, while reducing rolling resistance for better fuel efficiency.

**Performance Chart**



**Size lineup**

Size	LI/SS	Size	LI/SS	Size	LI/SS
185/65 R15	88V	215/55 R16	93V	245/50 R18	100W
195/65 R15	91V	225/55 R16	95V	225/45 R18	91W
205/65 R15	94V	215/55 R17	94W	245/45 R18	100W XL
195/60 R15	88V	225/55 R17	97W	255/45 R18	103W XL
205/60 R15	91V	235/55 R17	99W	275/45 R18	103W
195/55 R15	85V	215/50 R17	91W	225/40 R18	88W
205/65 R16	95V	225/50 R17	94W	245/40 R18	93W
205/60 R16	92V	215/45 R17	87W	245/45 R19	98W
215/60 R16	95V	225/45 R17	91W	255/45 R19	100W
225/60 R16	98W	235/45 R17	97W XL	245/40 R19	94W
235/60 R16	100W	245/45 R17	95W	275/40 R19	101W
205/55 R16	91V	235/50 R18	97W		