

For Immediate Release
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A dream come true. New Battlax Hypersport S21



Ultimate Bridgestone performance that brings alive the thrill of riding today's powerful hypersport machines.

The new Battlax Hypersport S21 radial delivers levels of performance you could only dream of – but now it's for real! With its impressive mix of proven wet technology and innovative new features, S21 is designed to get the best out of the latest machines in any conditions, with no compromise on safety and pleasure.

To develop Battlax S21, Bridgestone engineers took the renowned wet performance of S20 EVO and combined it with innovative new features to improve dry performance and increase mileage. Stability, handling and cornering have all been improved through a modified pattern that enhances tread rigidity and contact patch performance.

Upgraded on dry¹

The front tyre is designed with a smaller crown profile for better handling and precision through corners without losing the superb neutral feeling, together with a triple-layer compound and high-stiffness bead fillers for optimum damping and stability.

The rear tyre has a larger crown profile which together with the optimised belt construction and groove positioning, upgrades the rear feeling and increases cornering stability. Less slip in the contact area reduces wear, adding to mileage.

¹ Test Conditions: Internal test facility, Bridgestone Technical center Japan. Fr : 120/70ZR17、 Re : 190/55ZR17

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Both front and rear have a new shoulder compound, developed with Bridgestone's advanced expertise at the molecular level, which provides a larger micro contact patch for higher grip, more confidence and faster cornering in wet and dry.

"We wanted a tyre that gives riders the best that these new superbikes can offer. By keeping top level wet performance while upping stability and cornering grip, Bridgestone has achieved this with Battlax S21" explains Jake Rønsholt, Managing Director, Consumer Business Unit, Bridgestone Europe.

Many of the improvements brought to S21 were achieved using Bridgestone's new Ultimate Eye (U-EYE) indoor testing facility – the first tyre to benefit from this technology. U-EYE visualises the contact behaviour of a tyre under different speeds and conditions, analyses contact patch pressure distribution, and helps find the optimal combination of compound, tread design, construction and profile.

Faster through corners¹

The performance of the new Battlax radial has been verified on the track in wet and dry conditions. Testing by Bridgestone versus S20 EVO shows the advantage of greater stability with S21 clocking significantly higher cornering speeds at entry, keeping a sharper line and leaving with faster acceleration, cutting average lap times by almost 2%. Overall S21 represents a real step forward in dry performance – particularly cornering stability and handling. What's more, all these improvements are delivered over an additional 36% in mileage.

Battlax Hypersport S21 is available in Singapore in four front and six rear sizes introduced early this 2016.

An exciting launch for a thrilling product

Bridgestone took the adventure overseas to launch the Battlax Hypersport S21 in fitting style at the Formula 1 Yas Marina track in Abu Dhabi. Over 200 participants had the chance to experience the upgraded performance of the product in a night-riding experience on the famous track.

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Battlax Hypersport S21 front (left) and rear (right)

For further information, please email enquiry.singapore@bridgestone.com or contact Bridgestone Marketing at 6777-4181.

About Bridgestone Tyre Sales Singapore

Bridgestone Tyre Sales Singapore Pte. Ltd. was officially registered for business in 2001. It is 100% owned by Bridgestone Asia Pacific Pte. Ltd. and handles distribution of Bridgestone brands for trucks, buses, light trucks, vans, passenger cars, forklifts, farm services, motorcycles and racing karts. The Singapore sales office is headed by Managing Director Mr. Michael Tan.