

For Immediate Release
Contact: (Mr.) Andrew Goh
(65) 6777-4181
enquiry.singapore@bridgestone.com

Bridgestone Tyre Sales Singapore Pte. Ltd.
491B River Valley Road
#16-03/04 Valley Point
Singapore 248373
Phone : (65) 6777-4181
Fax : (65) 6777-3493
www.bridgestone.com.sg

Reinventing Premium SUV Tyres Through Technology & Innovation

ALENZA is Bridgestone's exclusively designed flagship model for premium SUVs

Singapore (10 April 2017) The popularity of Sports Utility Vehicles (SUVs) has grown steadily due to it meeting customers' expectations in terms of style and performance. One variation is the urban SUV that is characterised by its stylish looks, dynamic handling and powerful engine, where the performance of the tyre is essential to its performance and safety. To address the needs of SUV drivers in this growing segment, Bridgestone is proud to introduce ALENZA, the flagship model designed exclusively for SUVs. Developed using Bridgestone's cutting-edge tyre development and R&D, ALENZA meets the intricate and challenging demands associated with today's urban SUVs by providing a balance of comfort, safety, best-in-class on-road driving experience and high level braking performance.

ALENZA 001 is the flagship model in this new tyre line and was developed using ULTIMAT EYE™¹, Bridgestone's proprietary optimisation process and indoor testing facility. A clear visualisation of tyre contact surface behaviour under actual riding conditions has enabled the engineering team to develop stronger performance and safety features in this new product. As testament of ALENZA's performance and outstanding technology, ALENZA 001 has been selected as original fitment tyres for several premium vehicle manufacturers' SUVs.

Sales of SUVs are predicted to increase globally. In Asia Pacific, this trend coupled with a shift from durable type SUVs to sophisticated / diversified types has prompted Bridgestone to introduce ALENZA to meet the needs of this segment of drivers. "According to Land Transport Authority latest data, 31% of the newly registered vehicles population are SUVs. The introduction of ALENZA 001 exemplifies Bridgestone's commitment in creating a better driving experience for SUV drivers." shared Mr. Michael Tan, Managing Director of Bridgestone Tyre Sales Singapore Pte Ltd. ALENZA will expand Bridgestone's portfolio of products and is aimed at positioning the Company to capture the growing SUV market segment within the China and Asia Pacific region.

ALENZA 001 is engineered to:

Deliver a dynamic driving experience: With a Multi-Round Block Structure, ALENZA 001 is designed to give instant steering response, straight line stability, excellent wet handling and enhance wet braking; this is achieved by an optimally rounded rib edge which raises the tyres' contact pressure at the rib centre.

¹ ULTIMAT EYE is Bridgestone's proprietary tyre development technology for measuring and visualising tyre contact surface behavior during actual riding conditions. This technology reproduces high-speed riding conditions in the laboratory that are equivalent to those of an actual vehicle, enabling tyre contact surface behavior to be visualised.

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Give high level braking performance on both wet and dry roads: Rounding the tyre block's end section² prevents the tyre edges from curving inwards while braking. The tyres make flat contact with the roads and this results in high-level braking performance.

Give longer tyre life: 3D-M-shaped small grooves are made midway through the cross section of the tyre. This new tyre compound and special pattern design prevent irregular wear by reducing the movement of tyre tread and this gives ALENZA 001 11% longer tyre life compared to other Bridgestone's other SUV tyres³

Beginning 10 April 2017, ALENZA 001 will be available in Singapore. It is suitable for any American, European and Asian Premium SUV car model. This new line of SUV tyres come in 44 different sizes, fitting rims from 16 to 22 inches in diameter and 35 to 70 series tyre profile. For more information on tyres availability and retail selling price, please visit or contact authorised Bridgestone dealers.

Product Design:

Multi-Round Block (MRB) Structure

Comparison of braking force distribution on tyre

Tyre without MRB Alenza 001 (with MRB)

Direction ↑ High Braking Force ↓ Low

Improvement in braking force

Chamfering

To chamfer the pattern edge means to cut the tyre block edge into strategic degree angles

Without chamfering With chamfering

The edges curves inwards which causes car tyres to float Flat contact with the road

3D-M-Shaped Small Grooves (Sipes)

Conventional Sipe 3D M-Shaped Sipe

When the tire is not in contact with the road surface

When the tire is in contact with the road surface

Movement of tyre thread occurs Reduces the movement of tyre thread

² Chamfers shown in Product Design Section

³ Bridgestone tested tyre life for ALENZA 001 against Bridgestone DUELER H/P Sport 255/50R19 using Toyota Lexus RX450.

⁴ Bridgestone DUELER H/P Sport

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Product Photos:



ALENZA 001

Rim	Profile Ratio	Section Width	Tyre Size Description
22	35	265	265/35R22 102W XL
		285	285/35R22 106W XL
	45	285	285/45R22 110H
	50	275	275/50R22 111H
21	40	275	275/40R21 107W XL
	45	265	265/45R21 104W
20	35	315	315/35R20 110Y XL
		255	255/40R20 101W XL
		275	275/40R20 106Y XL
		295	295/40R20 110Y XL
	45	245	245/45R20 99V
		255	255/45R20 101W
		265	265/45R20 104Y
		275	275/45R20 110Y XL
		295	295/45R20 114W XL
	50	255	255/50R20 109V XL
		275	275/50R20 109W
		55	235
255	255/55R20 110Y XL		

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Rim	Profile Ratio	Section Width	Tyre Size Description
19	45	225	225/45R19 92W
		245	245/45R19 102V XL
		285	285/45R19 111W XL
	50	255	255/50R19 107Y XL
		265	265/50R19 110Y XL
		235	235/55R19 101W
		255	255/55R19 111W XL
18	50	235	235/50R18 97V
	55	225	225/55R18 98V
		235	235/55R18 104V XL
		255	255/55R18 109Y XL
	60	225	225/60R18 100H
		235	235/60R18 103W
		255	255/60R18 112V XL
	65	235	235/65R18 106V
17	55	225	225/55R17 97W
		235	235/55R17 99V
	60	215	215/60R17 96H
		225	225/60R17 99V
	65	225	225/65R17 102H
		235	235/65R17 108V XL
		285	285/65R17 116V
70	265	P265/70R17 113H	
16	60	235	235/60R16 100H
	65	215	215/65R16 98H

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.

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