

FOR IMMEDIATE RELEASE

ECOPIA EP300: FOR ECO-CONSCIOUS DRIVERS WHO WANT IT ALL

New eco-tyre features improved fuel efficiency, superior wet grip and extended wear life

**ECOPIA
EP300**



19 June 2017, Singapore – With over 20 years of experience in developing state-of-the-art technologies, and technical know-how to design high performing eco-oriented products, Bridgestone is proud to unveil the new Passenger Radial ECOPIA EP300 Tyre.

EP300 is positioned as the next generation eco-tyre that offers low rolling resistance and superior wet grip performance, while boosting an extended wear life. Through the innovative design concept and engineering solutions adopted, EP300 revolutionises and redefines the concept of an eco-tyre, which is embodied in its tagline, “When You Want It All”.

Inherent in the ECOPIA family, EP300 is tested and proven to achieve significant fuel savings of up to 2 liters¹ every full tank compared with conventional tyres. In tests comparing EP300 to the previous ECOPIA generation², the results demonstrate that the new technologies and design concept adopted for EP300 helped to achieve improved fuel savings, while offering drivers additional travelling distance of up to 11.2 km³ per tank with superior wet grip performance for a safer drive on wet asphalt.

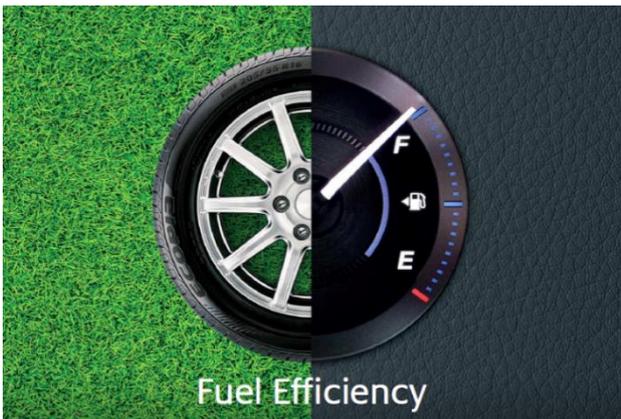
1 Figure shown is calculated based on the test results by TUV Rheinland Chassis Dynamometer Test according to UNECE-R83 and UNECE-R101. Vehicle: Toyota Camry 2.0G, Tyre Product: Firestone TZ700 Tyre Size: 215/60R16, Inflation Pressure: 230 kpa, Drive Condition: Urban (City). Actual savings may vary based on driving, road conditions, load and proper tyre maintenance.

2 Previous ECOPIA generation refers to ECOPIA EP200.

3 Figure shown is calculated based on the test results by TUV Rheinland Chassis Dynamometer Test according to UNECE-R83 and UNECE-R101. Vehicle: Toyota Camry 2.0G, Tyre Product: ECOPIA EP200 Tyre Size: 215/60R16, Inflation Pressure: 230 kpa, Drive Condition: Urban (City). Actual additional travelling distance gained may vary based on driving, road condition, load and proper tyre maintenance.

*All tests referred to in 1 & 3 were conducted using the same test driver.

“For practical drivers in pursuit of an all-round fuel-efficient tyre, the EP300 is designed with careful consideration to our environment, and offers quality of value without compromising safety,” commented Mr Michael Tan, Managing Director of Bridgestone Tyre Sales Singapore Pte. Ltd. He added, “With the new ECOPIA EP300, not only are we aiming to deliver the best possible return for drivers, but we are also encouraging drivers to play a collective role in reducing CO2 emissions, which can be achieved with the EP300’s lower rolling resistance.”



Fuel Efficiency

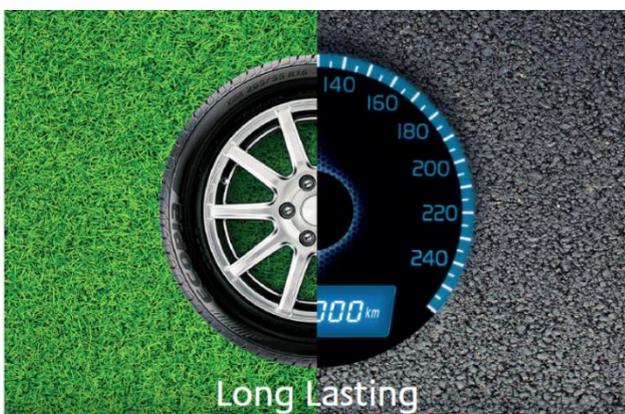
EP300’s low rolling resistance brings fuel efficiency to the next level. This contributes to daily fuel savings and less CO² emissions, reducing the vehicle’s environmental footprint.

Compared to previous ECOPIA generation, EP300 offers even further savings by traveling up to an additional up to 11.2 km per full tank.

Superior Wet Grip

EP300 features enhanced NanoPro-Tech™ with a new polymer that provides enhanced wet grip due to an increased contact area that grips wet road surfaces with higher frictional force at the micro-level.

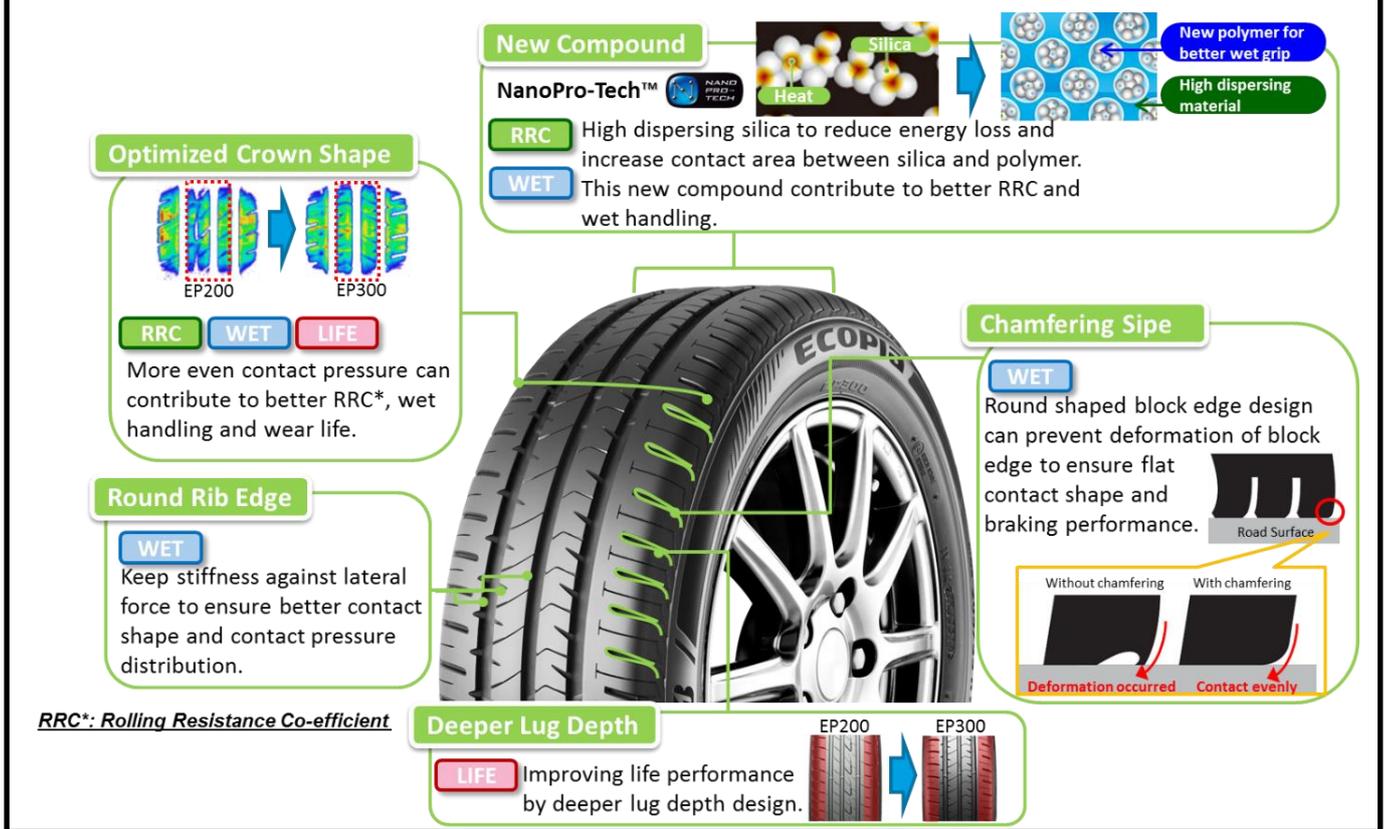
In addition, the new tread pattern contributes to anti-hydroplaning performance, better handling and reduced noise.



Long Lasting

Deeper lug depth on the tyre shoulder is designed to strengthen durability and increase wear resistance. EP300 features new tread design to better control tyre deformation and provide long lasting tyre life through a uniform wear pattern.

Advanced Tread Pattern Design



Sizes Available

ECOPIA EP300 is now available in 21 different sizes at authorised Bridgestone dealers in Singapore. For more information, please visit your preferred authorised Bridgestone dealer.

17" Rim

Sizes	Load Index	Speed Symbol
225/45 R17	91	V
225/50 R17	94	V
215/50 R17	91	V
215/55 R17	94	V
225/55 R17	97	V

16" Rim

Sizes	Load Index	Speed Symbol
185/55 R16	83	V
205/55 R16	91	V
205/60 R16	92	V
215/60 R16	95	V
225/60 R16	98	V

15" Rim

Sizes	Load Index	Speed Symbol
195/50 R15	82	V
185/55 R15	82	V
195/55 R15	85	V
185/60 R15	84	V
195/60 R15	88	V
205/60 R15	91	V
175/65 R15	84	H
185/65 R15	88	H
195/65 R15	91	V
205/65 R15	94	V
215/65 R15	96	V

Global CSR Commitment

Our Way to Serve

In line with Bridgestone's refined global CSR commitment "Our Way to Serve", ECOPIA EP300 supports the Environment by reducing the emission of greenhouse gases. In addition, EP300 enhances the concept of Mobility by providing a more sustainable way to support the way people move, live, work and play.

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.

About Bridgestone

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres 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 tyre 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.

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