

FOR IMMEDIATE RELEASE

Comfort Above All – Bridgestone Launches Turanza T005A in Singapore

Designed for a Quieter, Safer & Smoother Journey



NEW TURANZA T005A

Comfort above all.
For a quieter, safer and smoother journey.

(26 March 2018, Singapore) – Bridgestone Tyre Sales Singapore Pte Ltd today announced the official launch of its Turanza T005A premium high performance tyre that promises a smooth journey with first class comfort, superior quietness and assured safety.

Turanza T005A offers an exceptionally comfortable driving experience for both short and long distance journeys. This flagship tyre features variable pitch that reduces pattern noise and high-angle sipes that are fine-tuned to soften tyre impact on the road leading to less road noise. In addition, the improved tyre contact shape and reinforced sidewall help reduce vibrations. Through Bridgestone's advanced tyre technologies and various on-the-road tests, Turanza T005A is designed and developed to be equipped with an optimised contact shape that ensures consistent contact pressure on the road to reduce shock and impact noise for better comfort. Turanza T005A has also been improved at the molecular level, with Bridgestone introducing an exclusive Nano Pro-Tech™ compound for this tyre. The new compound is engineered to strengthen the bond between silica and polymer to increase the contact area, resulting in reduced heat generation and energy loss, leading to better wet performance and safety. Lastly, chamfering on the tyre prevents deformation and ensures even contact with the road for improved braking performance.

“Bridgestone is committed to continuous investment in our technology, to produce innovations that enable safer, smoother and more seamless mobility, to support how individuals and communities move, live, work and play,” said Mr. Michael Tan, Managing Director of Bridgestone Tyre Sales

Singapore Pte Ltd. "We're very excited to bring our latest Turanza tyre to Singapore and believe that it will fulfill premium car owners' high expectations on the ride comfort of their vehicle."

Bridgestone Turanza T005A has already been selected as original fitment by premium car brands, and it will be launched in selected markets across the Asia Pacific Region in 1H2018.

Advanced Tread Pattern Design

QUIETER

- Variable Pitch** ■ Randomised pitch variation is applied to each tread block (the inside shoulder, centre and outside shoulder) to reduce pattern noise.
- High-Angle Sipes** ■ The angle of the sipes to the contact line has been fine-tuned to soften tyre impact on the road, leading to a less pronounced pattern noise.

SAFER

- New Compound** ■ Nano Pro-Tech™ and a compound agent are used to strengthen the bond between silica and polymer, increasing their contact area. This reduces heat generation and energy loss, leading to better wet performance.

SMOOTHER

- Optimised Contact Shape** ■ Improved design ensures the tyre applies consistent contact pressure on the road, reducing shock and impact noise for better comfort.
- Reinforced Sidewall** ■ A stiffer sidewall (except for tyres with a low aspect ratio) reduces damping and improves comfort.
- Chamfering** ■ Rounded sipe edges prevent tyre deformation and ensure a flat contact with the road, improving braking performance.

Chemical Diagram: Silica and Polymer components. Without Nano Pro-Tech™ silica compounds rub against each other resulting in heat and energy loss. With Nano Pro-Tech™, a sustainable dispersibility improvement agent is used to strengthen the bond between silica and polymer, increasing their contact area.

Braking Performance Graph: Shows wet braking performance on a wet road. The Turanza T005A (GR-100) shows a 5% increase in braking distance compared to the GR-100 baseline.

Contact Surface Comparison: Without chamfering, the edges curve inward, causing floating. With chamfering, there is flat contact with the road.

Product Photos



Sizes Available in Singapore

Turanza T005A is available in 36 different sizes, fitting rims from 15" to 19" and fits 35 to 65 tyre profile series.

Rim	Profile Ratio	Section Width	Tyre Size Description
19	45	255	255/45 R19
		245	245/45 R19
	40	275	275/40 R19
		245	245/40 R19
	35	275	275/35 R19 XL
18	50	245	245/50 R18
		235	235/50 R18 XL
	45	275	275/45 R18
		255	255/45 R18 XL
		245	245/45 R18
		235	235/45 R18 XL
		225	225/45 R18
	40	245	245/40 R18
		225	225/40 R18
	35	265	265/35 R18
17	55	235	235/55 R17
		225	225/55 R17
		215	215/55 R17
	50	225	225/50 R17
		215	215/50 R17
	45	245	245/45 R17
		235	235/45 R17 XL
		225	225/45 R17
		215	215/45 R17 XL
	16	65	205
60		225	225/60 R16
		215	215/60 R16
		205	205/60 R16
55		225	225/55 R16
		215	215/55 R16
		205	205/55 R16

Rim	Profile Ratio	Section Width	Tyre Size Description
15	65	205	205/65 R15
		195	195/65 R15
		185	185/65 R15
	60	195	195/60 R15
	55	195	195/55 R15

For more information, please visit <https://www.bridgestone.com.sg> or contact any of the authorised Bridgestone dealers.

About Bridgestone:

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.

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For more information, please contact

Bridgestone Tyre Sales Singapore Pte Ltd
Marketing & Public Relations Department

Mr. Andrew Goh
Email: andrew.goh@bridgestone.com
Tel: +65 6777 4181 (Ext. 640)

Ms. Chew Zi Tong
Email: zitong.chew@bridgestone.com
Tel: +65 6777 4181 (Ext. 641)