



Global trusted brand - **TURANZA**
since 1991

26,000,000
units / year

across the world

*OE+REP 2020-2023 average tyre sales qty

Global TURANZA Main OE fitment Vehicles

BMW : 7 series / 5 series / 3 series / X2 / X1
Mercedes Benz : EQE / S-Class / E-Class / CLA-Class
Audi : Q6 e-tron / Q3 PHEV / A5 / A4 / A3 / A1
LEXUS : LC500 / ES

Etc.

PRODUCT

- Premium comfort
- With advanced technology developed through tough drives around the world.

NAMING & DESIGN

- The name combines "Touring" and "POTENZA"
- The elegant and beautiful tread pattern achieves high performance.

COMMUNICATION

- Ensuring a great balance between comfort and high performance during a long drive.
- Co-developed closely with European car manufactures.

TURANZA

Tyres that guarantees the outstanding comfort and high-level driving for world-class luxury cars

TURANZA 6



16"	215/60R16 XL 099W								
17"	215/45R17 XL 091W	18"	225/40R18 XL 092W	19"	225/40R19 XL 093Y	20"	245/40R20 XL 099Y	21"	255/40R21 XL 102Y
	215/50R17 XL 095W		225/45R18 XL 095Y		245/40R19 XL 098W		255/45R20 XL 105Y		
	215/55R17 094W		225/45R18 XL 095W		245/45R19 XL 102Y		275/35R20 XL 102Y		
	225/45R17 XL 094W		225/55 R18 XL 102Y		275/35R19 XL 100W		285/40R20 XL 108Y		
	225/50R17 XL 098W		235/45R18 XL 098W		275/40R19 101W				
245/45R17 XL 099W	235/50R18 XL 101W								

CUSTOMER VOICE



Company Employee,
Male, 39 Years Old,
Drive Toyota Camry

"I regularly drive to work and take long trips, so I needed tyres that were both fuel-efficient and comfortable. The **TURANZA 6** have met my expectations, providing a smoother, quieter ride than the previous model, and importantly, good resistance to hydroplaning."

#FuelEfficiency #Comfort #Quietness



Government Officer,
Male, 33 Years Old,
Drive Honda HR-V

"I normally drive almost every day for work, and I decided to switch to **TURANZA 6** because I like the brand and the tyre's performance. After using them, I'm satisfied with how quiet they are, and they also have good road grip. Overall, they are better than other tyre brands I've used before."

#Quietness

YOU'RE IN SAFE HANDS

There's only one handprint of tread connecting each of your tyres to the road. That's just four handprints, to hold you close and keep you safe, through all of life's twists and turns. With so much riding on them, you need to be sure you're in the right hands. Hands you can trust, wherever that road may take you. Bridgestone - You're in safe hands.



BRIDGESTONE

BRIDGESTONE TYRE SALES SINGAPORE PTE LTD
<https://www.bridgestone.com.sg/en>



Bridgestone Tyre Singapore



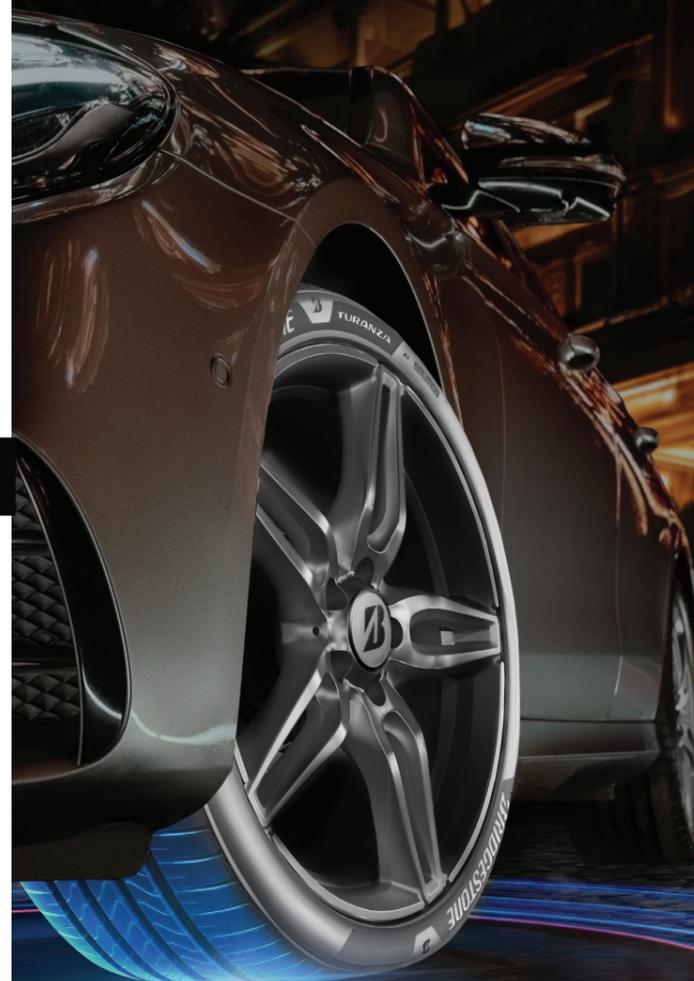
bridgestone.sg



Bridgestone Tyre Singapore

THE NEW TURANZA 6

MAKE EVERY ROAD
YOUR COMFORT ZONE



ENLITEN

TECHNOLOGY



COMFORT &
QUIETNESS



SAFETY
CONFIDENCE



FUEL / ENERGY
EFFICIENCY



BRIDGESTONE
Solutions for your journey

UNIQUE SELLING POINTS



COMFORT & QUIETNESS

High level comfort & quietness achievement by new technology



SAFETY CONFIDENCE

High-level compatibility of WET performance



FUEL/ENERGY EFFICIENCY (RRC)

Up to 15% improvement vs. predecessor

Based on internal benchmark TURANZA 6 vs. TURANZA T005A (ref. size 215/55R17)

TURANZA 6 is featuring ENLITEN technology allowing us to achieve outstanding performances with a step change towards sustainability.

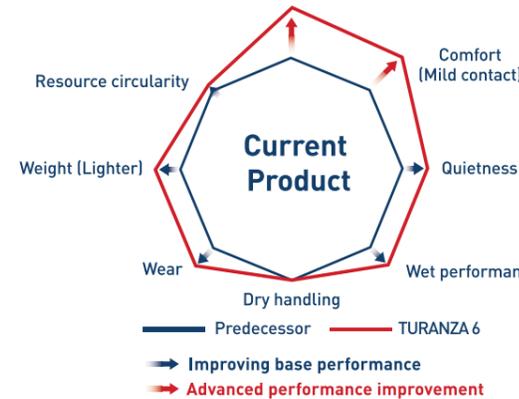
ENLITEN
TECHNOLOGY



TURANZA 6

ENLITEN TECHNOLOGY

Low fuel/energy consumption (RRC)



Compared to Turanza T005A there are significant improvements achieved with the launch of Turanza 6:

	Comfort (Mild Contact)	8% increase vs T005A
	Noise (Road Noise Energy)	8% reduction vs T005A
	Wet Grip	14% improvement vs T005A
	Fuel/Energy Efficiency (RRC)	15% improvement vs T005A
	Wear Life	14% improvement vs T005A (More than 5,000 km)



COMFORT & QUIETNESS

1 New Tyre Shape

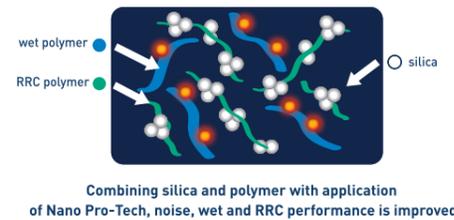
By maximising effective utilisation of ply tension, flexible deformation and ideal contact shape is established.



Benefit: Reduce vibration input & absorb noise

2 New Top Compound

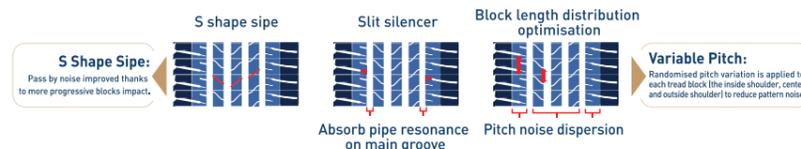
- This new compound is softer than the previous product compound. It can also absorb noise and vibration more effectively.
- Clarify functions of various polymers by nano-level.
- Stiffness optimisation



Benefit: Reduce vibration input & absorb noise

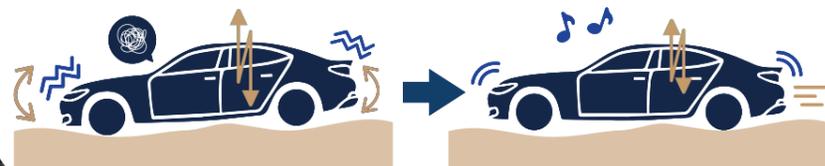
3 New Pattern

Pitch noise and pipe resonance optimisation by new pattern element.



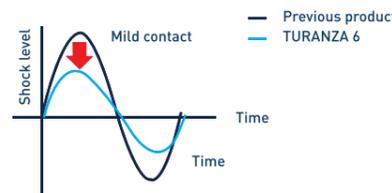
Benefit: Absorb noise

The graph is an image to show comfort performance improvement.



High level comfort & quietness achievement by new technology

ENLITEN
TECHNOLOGY



SAFETY CONFIDENCE

1 New Tyre Shape

By maximising effective utilisation of ply tension, Flexible deformation and ideal contact shape is established.

Benefit: Responsive WET handling and WET grip increase

2 New Top Compound

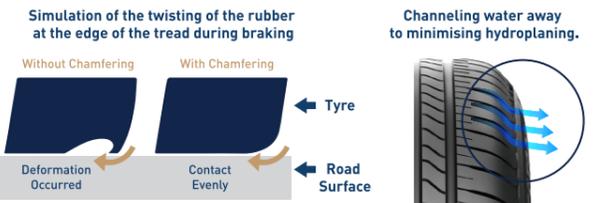
- Clarify functions of various polymers by nano-level.
- Micro-contact surface functionality evolution.

Benefit: Responsive WET handling and WET grip increase

3 New Pattern

- Pattern stiffness – Groove volume optimisation.
- Optimisation Lug Groove – Improve wet grip by channeling water away and minimising hydroplaning.

Benefit: Help improving tyre grip on wet surface and reduce hydroplaning.



FUEL/ENERGY EFFICIENCY (RRC)

1 New Tyre Shape

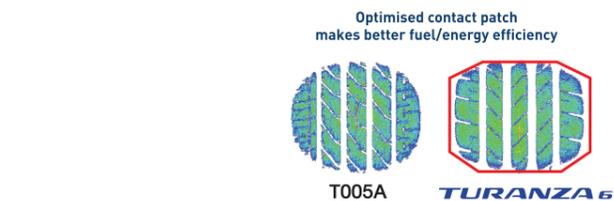
- By maximising effective utilisation of ply tension, Flexible deformation and ideal contact shape is established.
- Weight reduction

Benefit: Low fuel/energy consumption

2 New Top Compound

- Clarify functions of various polymers by nano-level.
- Low material loss

Benefit: Low fuel/energy consumption



TURANZA 6 reduces CO₂ Emissions
ENLITEN is environmentally friendly

- Reduction during raw material stage is 16%.
 - Reduction during use stage is 13%.
- *comparing to predecessor.

