**Fuel-Efficient Long-Haul Steer Tire**

**Premium Performance for Long-Haul and Regional Service**

**R284 Ecopia Improvements & Innovations**

**A**

Four-Rib Design

Enhances tread stiffness for improved fuel economy

**B**

Optimized Tread Depth and Width

Maximizes tread volume for long original life and lower treadwear cost per mile

**C**

Defense Side Groove™

Minimizes shoulder edge wear for long original life

**D**

Equalizer Rib™

Absorbs irregular wear, promoting uniform rib wear and higher removal mileage

**E**

Stress Relief Sipes

Fight irregular wear and manage rib tearing on main ribs by absorbing rib edge stresses in the footprint for long, even wear

**ENGINEERED TO DELIVER**

The R284 Ecopia is a steer tire that gives you the best of both worlds: long wear life and the fuel efficiency benefits Ecopia tires are known for. Thanks to innovative technology the R284 delivers significant wear life while also improving rolling resistance by 5%, compared to the R283A.*

*Based on rolling resistance measurements on 16 ply tires sized 295/75R22.5. Results may vary.
Maximize your Ecopia advantage with FuelTech® retreads – Bridgestone Ecopia truck tires and Bandag FuelTech retreads are designed to work together. Specially engineered compounds promote an eco-friendly solution that continues optimal low rolling resistance from new tire to retread. And with the quality Bridgestone casings are known for, you can confidently extend the life of your new tires to realize a lower total cost of ownership.*

For more information about Bridgestone Ecopia or Bandag FuelTech products, please visit EcopiaTruckTires.com.

*Based on rolling resistance and field mileage tests, Bridgestone Ecopia and Bandag FuelTech are our most fuel-efficient and lowest total cost of ownership tire and retread solution. Combining proprietary low rolling resistance technology with a quality Bridgestone casing, Ecopia and FuelTech can help reduce fuel use and extend tire life for lower costs and greener returns, when compared to other Bridgestone tires.