



### R268 Ecopia™



**Most Durable**

Distribution and P&D

Single / Tandem Axle

21 / 32<sup>NDS</sup>

Solid Shoulder

22.5 and 24.5 sizes

**Smartway® Verified**



### R283s Ecopia™



**Balance of Durability / Wear Life**

LTL, Truckload

Tandem Axle

18 / 32<sup>NDS</sup>

Defense Side Grooves

22.5 and 24.5 sizes

**Smartway® Verified**



### R283A Ecopia™



**Longest Wearing**

Long Haul / Over the Road

Tandem Axle

18 / 32<sup>NDS</sup>

Defense Side Grooves

22.5 and 24.5 sizes

**Smartway® Verified**

Distribution and P&D

LTL

Super-Regional

Long Haul

**R268**

**R283s**

**R283A**

Estimated 45,000 MI / YEAR

Estimated 100,000 + MI / YEAR

According to the American Trucking Association, the average length of haul for dry van trucking between 2001 and 2016 declined 33% from 796 miles to 533 miles. And with demand increasing for shorter delivery windows coupled with drivers who want to be home more often, a hybrid super-regional freight distribution model has emerged. These trucks typically operate over the road between major cities, often around 500 miles or more, but then make deliveries upon arrival, much like a regional carrier. This segment encompasses sleepers and day cabs in 6x2, 4x6 and 6x4 configurations, often with a long tractor wheel base and trailer combination, which is more difficult to maneuver in tight areas. Fleets operating in this segment require the fuel efficiency benefits of a low rolling resistance tire in on-highway use, but also need the added durability of tear resistance for occasional curbing, tight turns and frequent stops found in regional applications.

**R268 Ecopia** - Offers features to withstand distribution and P&D environments, but not the long and even wear life benefits demanded for consistent over the road use.

**R283s Ecopia** - Because the hybrid super-regional segment combines long-haul and regional applications, Bridgestone introduces the R283s Ecopia steer tire. This new, SmartWay verified tire features low rolling resistance design for on-highway, but also a tear resistant compound to stand up to the demands of occasional regional use. Combining the performance characteristics for two application segments into one for a low cost of ownership - that's the Ecopia Effect.

**R283A Ecopia** - Ideal for long haul applications because of its excellent wear life and fuel economy benefits. However, it is not designed for the occasional regional use where tear and scrub resistance features are required.

