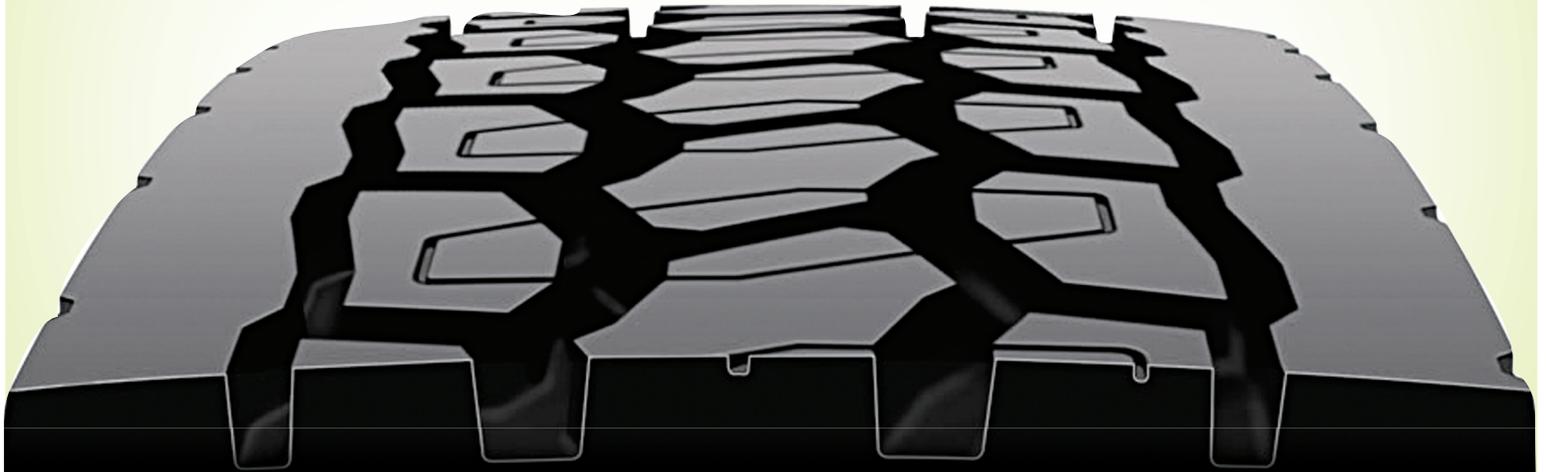


M710™ **ECOPIA**

Fuel-Efficient Drive Radial

Excellent Performance for Long-Haul and Regional Service



Fuel Efficient* ■ Long Life ■ Outstanding Retreadability

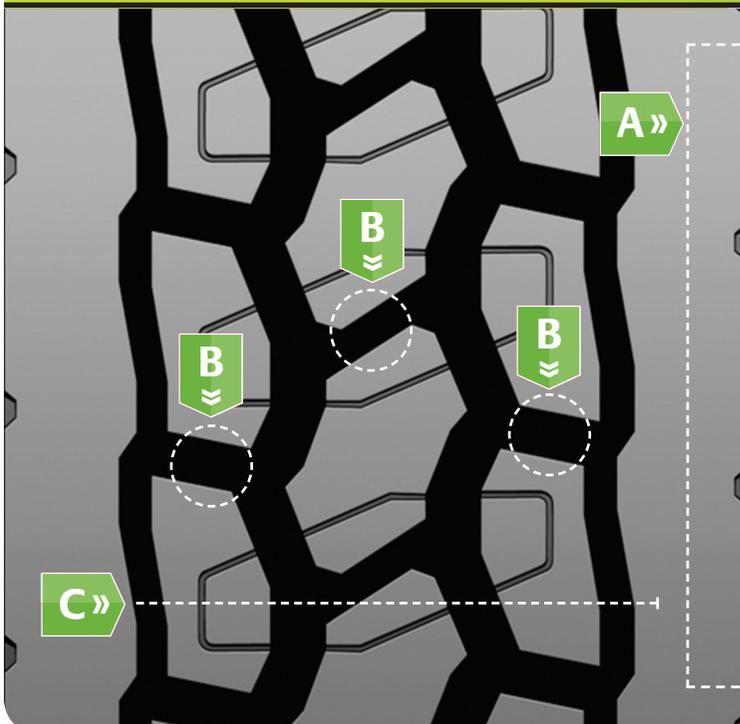


LOWER COSTS. GREENER RETURNS:

The M710 Ecopia™ is an ultra-fuel-efficient drive radial designed for tandem-axle applications in long-haul and regional service. A breakthrough in low rolling resistance through proprietary compounds and design, the M710 is engineered to go easier on your pocketbook. And our planet. Utilizing proven irregular wear-fighting technologies, the result is exceptional fuel economy and removal mileage.



M710 Ecopia Innovations



A Continuous Shoulder Design
Distributes weight and torque uniformly to fight irregular wear for long tread life and overall even wear.

B Tie Bars
Control movement of the center and second tread blocks for low rolling resistance and long, even wear.

C Optimized Tread Volume
Design maximizes tread wear volume for long original life.

NanoPro-Tech™ Compound

Patented NanoPro-Tech polymer technology limits energy loss for improved rolling resistance and optimum fuel efficiency.

High Rigidity Tread Pattern

Controls movement of the tread blocks and ribs for less tread wear and lower rolling resistance.

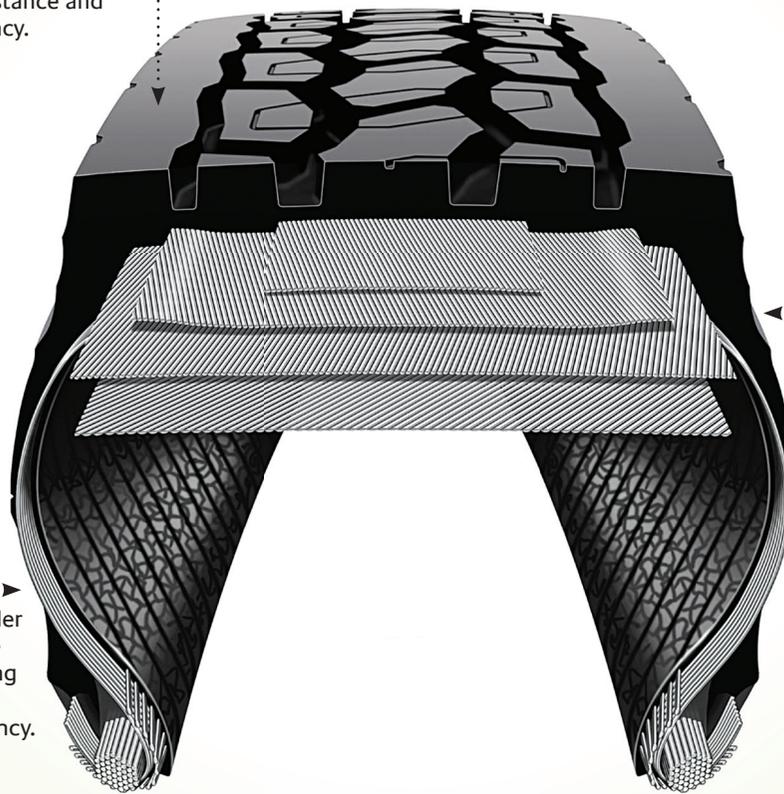
M710 Ecopia Is EPA SmartWay™ Verified and California Air Resources Board (CARB) Compliant

Fuel Saver Sidewall

Limits energy loss using a proprietary sidewall compound to help conserve fuel, both when new and retreaded.

IntelliShape™ Sidewall

Contains less bead filler volume, reducing tire weight and minimizing rolling resistance for enhanced fuel efficiency.



M710 Ecopia Tire Size	Load Range	Article #	Weight (Lbs)**	Meas. Rim (in)	Overall Diam. (in)	Overall Width (in)	Overall Width (Loaded)	Static Loaded Radius	Revs Per Mile	Tread Depth (32")	Max. Tire Load — Single		Max. Tire Load — Dual		Max. Speed (MPH)
											Kg/kPa	Lbs/PSI	Kg/kPa	Lbs/PSI	
295/75R22.5	G	233-466	118	8.25	40.6	11.3	12.4	18.9	512	26	2800@760	6175@110	2575@760	5675@110	75
285/75R24.5	G	233-313	125	8.25	41.9	11.2	12.3	19.6	496	26	2800@760	6175@110	2575@760	5675@110	75
11R22.5	G	233-330	121	8.25	41.8	11.3	12.5	19.5	497	26	2800@720	6175@105	2650@720	5840@105	75
11R24.5	G	233-347	130	8.25	43.8	11.2	12.3	20.4	475	26	3000@720	6610@105	2725@720	6005@105	75

**Estimated, subject to change.

Warranty and additional technical information is available at EcopiaTruckTires.com, or from your dealer or truckstop.

Maximize your Ecopia advantage with FuelTech® retreads – Bridgestone Ecopia truck tires and Bandag FuelTech retreads are designed to work together. Specially engineered compounds, paired with matching tread patterns, promote an eco-friendly solution that continues optimal low rolling resistance from new tire to retread. And since Bridgestone casings are the most retreadable casings in the industry,¹ 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 the industry's most retreadable 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.
¹BASys® data from over two million Bridgestone, Goodyear and Michelin brand casings recorded between June 2009 and November 2010 prove that Bridgestone had the lowest percentage of tires that could not be retreaded due to conditions relating to casing construction.