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**

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

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

**Optimized Tread Volume**
Design maximizes tread wear volume for long original life.
**M710 Ecopia Innovations**

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

**IntelliShape™ Sidewall**
Contains less bead filler volume, reducing tire weight and minimizing rolling resistance for enhanced 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.

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**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, 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.

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*Estimated, subject to change.

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

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*[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.]*

*BRISys® 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.***

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