

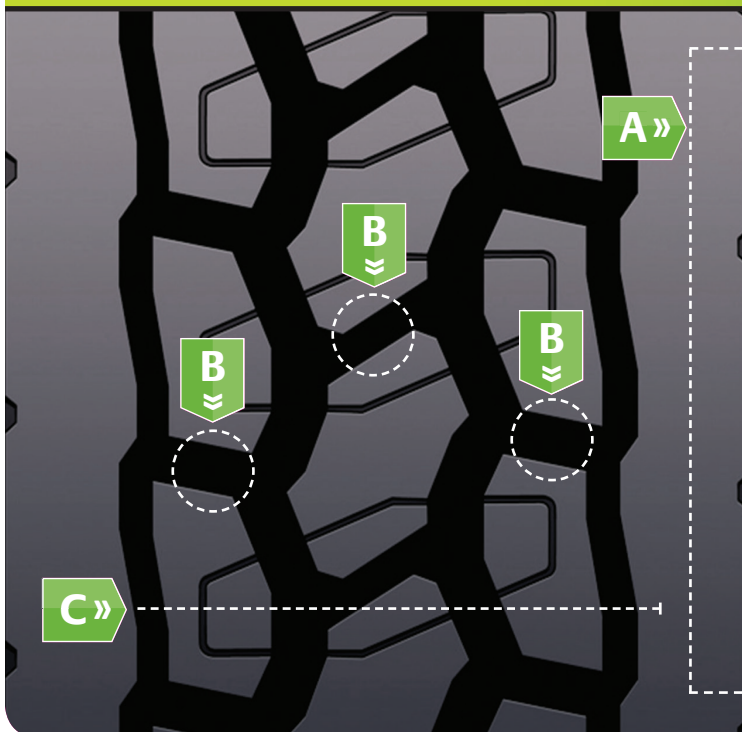
Fuel Efficient* ■ Long Life ■ Outstanding Retreadability



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 optimum 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.

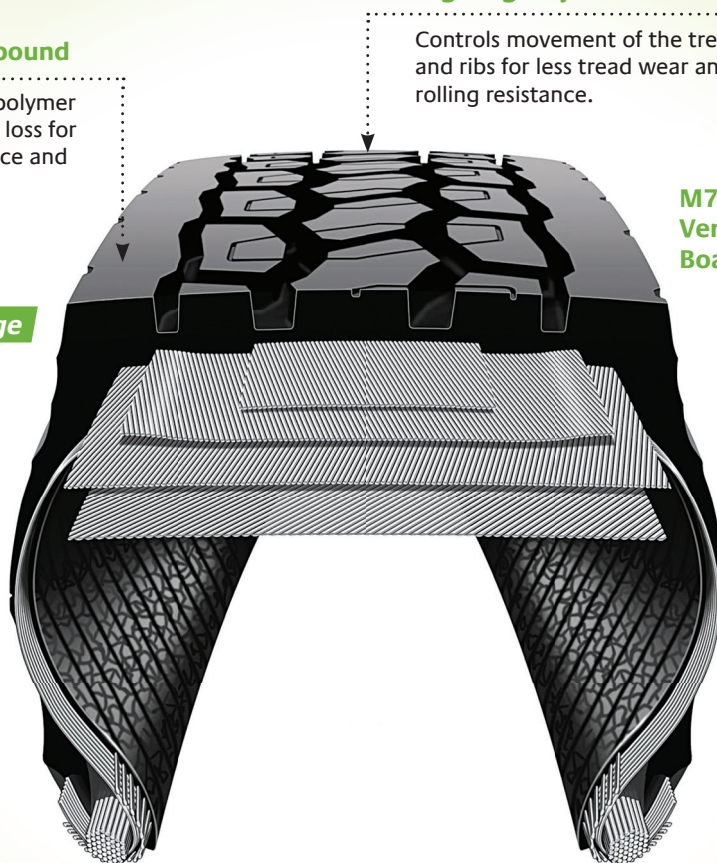
NEW

Longer Removal Mileage

M710 Ecopia delivers 8% longer removal miles than Michelin X LINE ENERGY D**

IntelliShape™ Sidewall

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



Tire Size	Load Range	Article#	Weight (Lbs/Kg)†	Meas. Rim (in.)	Overall Diam. (in./mm)	Overall Width (in./mm)	Overall Width Loaded (in./mm)	Static Loaded Radius (in./mm)	Revs Per Mile (rpm/rpk)	Tread Depth (32"/mm)	Max Tire Load Single (Lbs@PSI/Kg@kPa)	Max Tire Load Dual (Lbs@PSI/Kg@kPa)	Max Speed (mph/kph)
295/75R22.5 metric	G	233-466	121 55	8.25	40.6 1031.2	11.3 287.0	12.4 315.0	18.9 480.1	512 318	26 21	6175@110 2800@760	5675@110 2575@760	75 120
285/75R24.5 metric	G	233-313	125 57	8.25	41.9 1064.3	11.2 284.5	12.3 312.4	19.6 497.8	496 308	26 21	6175@110 2800@760	5675@110 2575@760	75 120
11R22.5 metric	G	233-330	126 57	8.25	41.8 1061.7	11.3 287.0	12.5 317.5	19.5 495.3	497 309	26 21	6175@105 2800@720	5840@105 2650@720	75 120
11R24.5 metric	G	233-347	132 60	8.25	43.8 1112.5	11.2 284.5	12.3 312.4	20.4 518.2	475 295	26 21	6610@105 3000@720	6005@105 2725@720	75 120

†Estimated, subject to change.

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

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. †BASys® 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. **Bridgestone product tested in size 295/75R22.5, compared to the equivalent size Michelin products. Removal miles results based on field test data across multiple users in long haul and regional fleet application. Actual results may vary depending on several factors such as tire size, operating conditions, maintenance, road conditions and driving style.