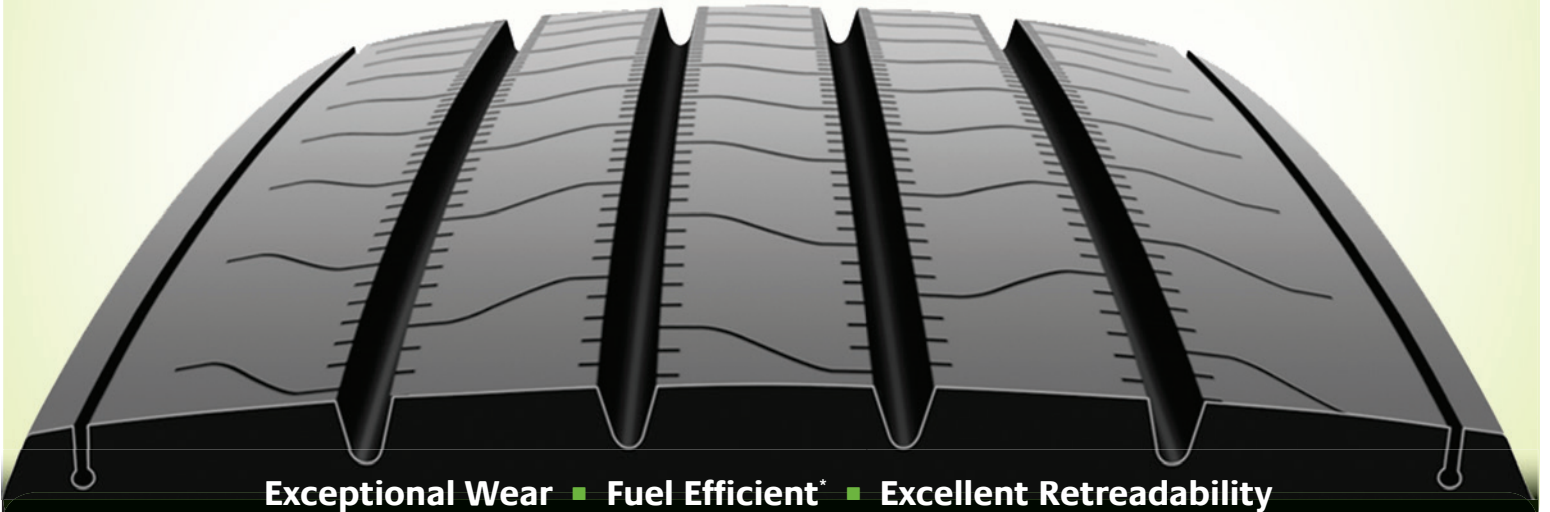


R197™ *ECOPIA*

Fuel-Efficient All-Position Trailer Radial
Exceptional Rolling Resistance, Excellent Fuel Savings



Exceptional Wear ■ Fuel Efficient* ■ Excellent Retreadability

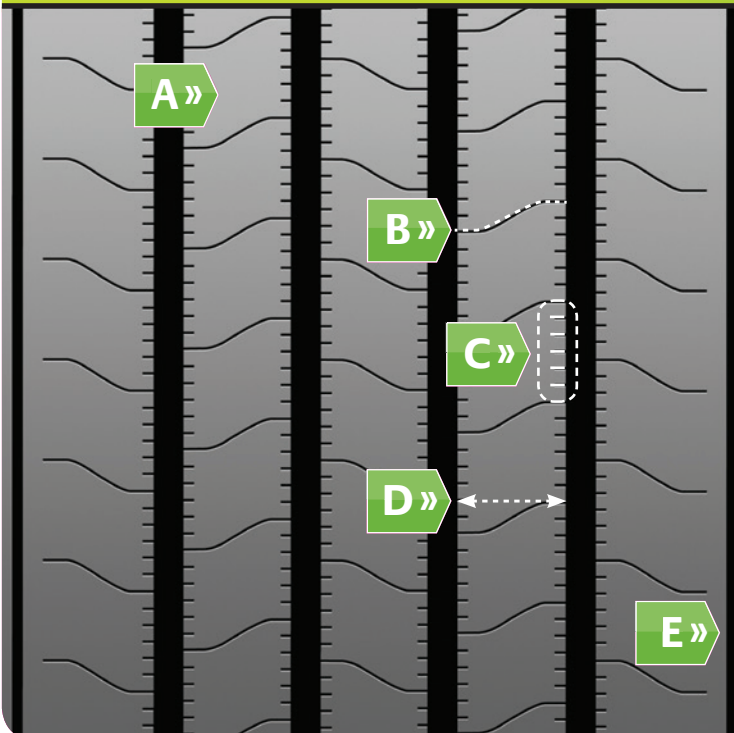


LOWER COSTS. GREENER RETURNS:

Suitable for all axle positions, the R197 Ecopia™ is designed for applications in both long-haul and regional service. This ultra-fuel-efficient tire is a smart choice for a more sustainable future. An achievement in low rolling resistance design, the R197 delivers exceptional fuel economy. Ideal for fleets looking to maximize fuel dollars, and a lower total cost of ownership.*



R197 Ecopia Innovations



- A Fuel-Efficient Tread Design** Promotes low rolling resistance for excellent fuel economy.
- B Cross-Rib Sipes** Improve traction by slicing through water for a solid grip on wet roads.
- C Stress-Relief Rib Sipes** Fight irregular wear along main ribs by absorbing rib edge stresses in the footprint for long, even wear.
- D Optimized Tread Volume** Provides exceptional removal mileage through wide ribs that put more rubber in contact with the road.
- E Defense Groove™ Structure** Helps create uniform pressure at the shoulder to minimize edge wear for longer tread life.

NanoPro-Tech™ Compound

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

Shallow Tread Depth

Fights tread squirm for lower rolling resistance. The 11/32" tread depth also combats irregular wear for long life.

Tough Sidewall Protection

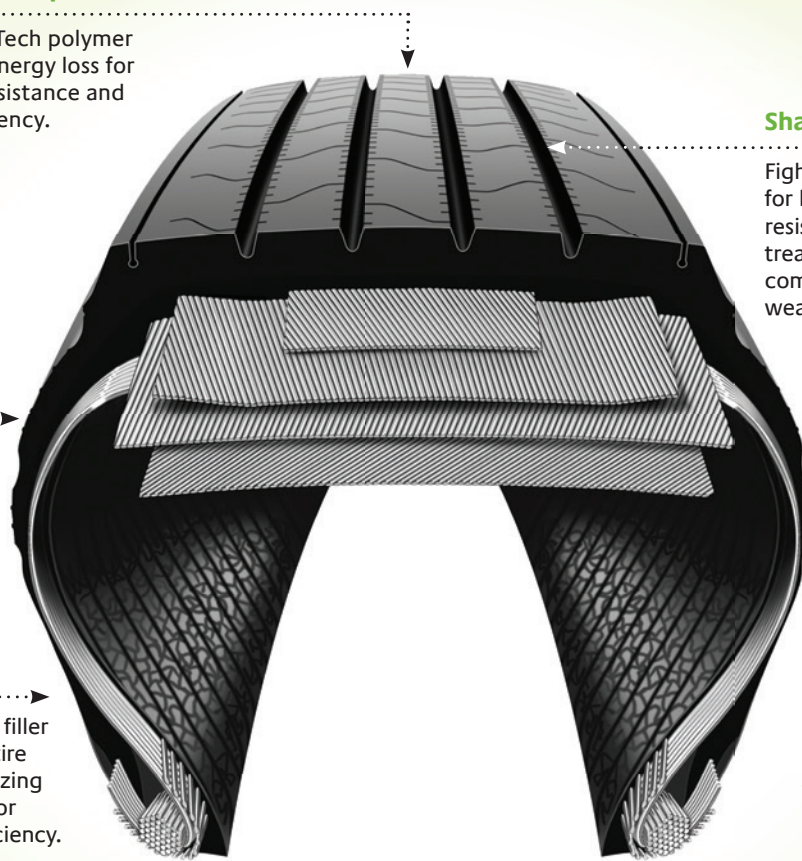
Thick ribs on both sidewalls fight curbing damage to protect the casing.

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.



R197 Ecopia Is EPA SmartWay™ Verified and California Air Resources Board (CARB) Compliant

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)
11R22.5 metric	G	238-855	108 49	8.25	40.7 1033.8	11.3 287.0	12.5 317.5	19.0 482.6	510 317	11 9	6175@105 2800@720	5840@105 2650@720	75 120
255/70R22.5 metric	H	000-323	88 40	8.25	36.3 922	10.4 264	11.5 292	16.9 429	572 355	11 9	5510@120 2500@830	5070@120 2300@830	75 120
295/75R22.5 metric	G	238-804	100 45	8.25	39.7 1008.4	11.3 287.0	12.5 317.5	18.5 469.9	524 326	11 9	6175@110 2800@760	5675@110 2575@760	75 120
11R24.5 metric	G	238-872	114 52	8.25	42.8 1087.1	11.4 289.6	12.5 317.5	20.0 508.0	486 302	11 9	6610@105 3000@720	6005@105 2725@720	75 120
285/75R24.5 metric	G	238-838	107 49	8.25	41 1041.4	11.3 287.0	12.4 315.0	19.3 490.2	507 315	11 9	6175@110 2800@760	5675@110 2575@760	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.
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.