While suitable for all axle positions, the R283 Ecopia™ is designed for steer applications in long-haul and regional service. An achievement in low rolling resistance performance through proprietary compounding and design, the R283 incorporates proven irregular-wear-fighting technologies for long life and fuel efficiency, which is easier on your wallet, and our planet.

**R283 Ecopia Innovations**

- **Four-Rib Design**
  
  Enhances tread stiffness for improved fuel economy.

- **Optimized Tread Depth and Width**
  
  Maximizes tread volume for long original life and lower tread wear cost per mile.

- **Defense Side Groove™**
  
  Minimizes shoulder edge wear for long original life.

- **Equalizer Rib™**
  
  Absorbs irregular wear, promoting uniform rib wear and higher removal mileage.

- **Stress Relief Sides**
  
  Fight irregular wear on main ribs by absorbing rib edge stresses in the footprint for long, even wear.
Proprietary Shoulder Design
Optimizes the footprint for long, even wear.

High Rigidity Tread Pattern
Controls movement of the tread blocks and ribs for less tread wear and lower rolling resistance.

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

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.

*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.