M713 Ecopia Innovations

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

**3D Siping**
- Provides 130% more biting edges for traction

**Optimized Tread Pattern**
- New design maximizes tread wear volume for long original life.

The M713 Ecopia™ tire 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 M713 tire is engineered to provide an 8% improvement in rolling resistance while increasing tread life by 15% over the M710 tire.
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.¹

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

¹Based 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.

²Retreadability rate is based on BASYS™ retread manufacturing data accumulated from more than 15 million casings from 2012 through 2016, including Bridgestone, Michelin and Goodyear casings.