



Ecopia Effect 2022 Selling Story

Smarter Tires for Superior Fleet Savings



Bridgestone. In Pursuit of A Better Way Forward.

At Bridgestone, we are always striving to engineer the most advanced mobility solutions that deliver superior efficiency to our fleet customers.

While removal mileage will always be a primary indicator of cost-efficiency, there are a growing number of highly sophisticated fleets measuring total cost of ownership through the combined impacts of wear life, fuel efficiency and durability.

Bridgestone R213 Ecopia was designed to meet these demands, equipping leading fleet managers with **a solution that lowers total cost per mile while maintaining premium performance.**



The Ecopia Effect

Exponential Savings Potential, Multiplied
by the New Bridgestone R213



The Ecopia Effect

Ecopia Tires aren't an expense, they're an investment.

The Bridgestone R213 – our most fuel efficient steer tire ever – is the latest addition to the Ecopia lineup of fuel saving tires. Each Ecopia tire is engineered to maximize fuel efficiency at their respective positions.

Outfit your fleet with Ecopia tires in the steer, drive and trailer positions and watch the fuel savings roll in.

When you multiply these savings by the number of trucks in your fleet plus the number of retread cycles you get out of each casing, you'll see smarter savings for a fleet that's truly ready for the long haul. That's the Ecopia Effect.



A Proven Path to Reduce Fuel Costs

Fuel consumption testing proves that vehicles equipped with a full Ecopia lineup on average consume less fuel over the same distance than comparable competitive lineups.

- *Ecopia Lineup Tested: Bridgestone R213 steer, Bridgestone M713 drive and Bridgestone R123 trailer*

Results:

- The Bridgestone Ecopia lineup **consumes 4.86% less fuel on average than a Michelin lineup** of XLEZ steer, XLED drive and XLET2 trailer.
- The Bridgestone Ecopia lineup **consumes 4.26% less fuel on average than a Continental lineup** of Eco Plus HS3+ steer, HDL2 drive and HT3 Eco Plus trailer.
- The Bridgestone Ecopia lineup **consumes 2.83% less fuel on average than a Goodyear lineup** of Endurance LHS steer, Fuel Max LHD2 drive and Fuel Max LHT trailer.



Bridgestone R213

One Exceptional Tire

Three Cost Saving Advantages

1. Longer Removal Mileage

2. Lower Fuel Costs

3. Maximum Retreadability



Bridgestone R213 Ecopia dramatically reduces operating costs by delivering double-digit improvements in wear performance with Bridgestone's most fuel efficient long-haul steer tire ever.

Longer Life

- Get more miles and value with one of the industry's strongest combinations of wear plus fuel performance. The Bridgestone R213 Ecopia delivers a 15% longer removal mileage than the predecessor Bridgestone R284 Ecopia, and the addition of directional edge sipes to resist tearing.

Ultra-Low Rolling Resistance

- A redesigned tread pattern paired with an innovative compound reduces tire weight, improving rolling resistance and fuel efficiency by 6% compared to the predecessor Bridgestone R284 Ecopia, and exceeding SmartWay requirements by 20%

Reduce Irregular Wear

- A redesigned Defense Side Groove and wider shoulder ribs deliver better irregular wear resistance and durability.

Save on Total Costs

- The combination of longer tire life and exceptional rolling resistance of Bridgestone R213 Ecopia allows fleets to save more annually on their operating cost compared to the previous generation Bridgestone R284.



1 Comparison based on R213 Ecopia vs. R284 Ecopia from internal testing. Results may vary.

2 Based on TLCC @ 120,000 miles/year, \$3.00 per gallon, 80,000 pound loaded tandem axle tractor and trailer).

Predecessor Comparison

**15% longer removal
mileage** for increased
lifetime value

**6% improved rolling
resistance** for
increased fuel
efficiency

Directional Edge Sipes
resist tearing and provide
even wear, protecting
your tire investment.

R284  → R213 





- 1 REDESIGNED TREAD PATTERN**
Paired with an innovative compound reduces tire weight, improving rolling resistance by 6% compared to the predecessor Bridgestone R284 Ecopia¹
- 2 NANOPRO-TECH™ POLYMER TECHNOLOGY**
Patented NanoPro-Tech™ polymer limits energy loss for improved rolling resistance and optimum fuel efficiency
- 3 INTELLISHAPE™ SIDEWALL DESIGN**
Contains less bead filler volume, reducing tire weight and minimizing rolling resistance for enhanced fuel efficiency without sacrificing durability
- 4 INNOVATIVE TREAD COMPOUND**
Together with redesigned tread pattern contributes to a 15% longer removal mileage than the predecessor Bridgestone R284 Ecopia¹
- 5 CENTER RIB SIPES**
Help evacuate water, improving traction on wet surfaces
- 6 REDESIGNED DEFENSE SIDE GROOVE**
Deliver better irregular wear resistance and durability
- 7 DIRECTIONAL STRESS RELIEF SIPES***
Angled sipes are designed to absorb shoulder edge forces in the footprint for long even wear
***Directional tire for first half of life.**



¹Comparison based on R213 Ecopia vs. R284 Ecopia from internal testing. Results may vary.

Directional Edge Sipes

New Directional Edge Sipes absorb shoulder edge forces to help resist tearing and promote long, even wear across the footprint of the tire.

When mounted correctly, the Directional Edge Sipes **create even more value by protecting the tire from the uneven wear and tearing that could cause premature removal.**

In the event the tire is mounted in the wrong direction, the Bridgestone R213 will still perform safely. The only performance difference will be a loss of wear and tear protection provided by the Directional Edge Sipes.



The Ecopia Lineup



R213

Steer

The R213 Ecopia™ is an all-position radial tire recommended for steer positions. R213 Ecopia exceeds SmartWay requirements by over 20% while improving wear-out by 15% versus its predecessor, making for one of the best combinations of wear life and fuel efficiency in the industry.



M713

Drive

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.



R123

Trailer

The R123 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 R123 Ecopia™ delivers nearly \$400 in fuel savings over 100,000 miles over the R197 Ecopia™.



R268

All Position

The R268 Ecopia™ is an all-position/steer radial that stands up to the rigors of severe, high scrub environments in regional pickup and delivery applications, while offering fuel efficiency benefits too. A unique tread design and protective features in the casing help resist damage from curbing and maneuvering scrub, contributing to long tread life.



M760

Drive

The M760 Ecopia™ is an ultra-fuel-efficient radial drive tire for long- and regional-haul fleets. The low rolling resistance design delivers more mpg and longer removal mileage — while an advanced tread design helps ensure excellent traction in all conditions.



GREATEC R197

Trailer

Thanks to a significant improvement in rolling resistance and irregular wear resistance, the Greatec R197 tire delivers 6% better RRC, and up to 20% longer removal miles** than the previous generation, Greatec R135 without compromising the benefit of outstanding retreadability*



**Fuel Efficiency Doesn't End
at Wear Out**

**Bandag FuelTech Retreads
Keep The Savings Rolling In
Cycle After Cycle**




Bandag FuelTech: Continuing The Fuel Efficiency Promise of Ecopia and the Bridgestone R213.

Bridgestone casings are the most retreadable casings in the industry. They can be retreaded twice 89% of the time and a third time 75% of the time.

All fuel savings innovations built into the R213 casing carry over to the retreads—and when combined with Bandag FuelTech, it can equal or exceed the fuel efficiency of the original.

FUELTECH


FuelTech retreads. A lower total cost of ownership solution.



UAP2™ ALL-POSITION

- APPLICATION
- Truckload
- Less Than Truckload
- 17/32^{mm}
- Conventional SmartWay® / CARB


Fuel-efficient tread designed for all-position applications in regional and P&D service.



B710™ DRIVE

- APPLICATION
- Truckload
- Less Than Truckload
- 25/32^{mm}
- Tandem SmartWay® / CARB


Fuel-efficient tread designed for tandem-axle drive applications in long-haul and regional service.



B760™ DRIVE

- APPLICATION
- Truckload
- Less Than Truckload
- 23/32^{mm}
- Tandem SmartWay® / CARB


Premium retread designed for tandem-axle drive applications in long-haul and regional service.



HT5™ DRIVE

- APPLICATION
- Truckload
- Less Than Truckload
- Distribution & P&D
- 25/32^{mm}
- Single Axle SmartWay® / CARB


SmartWay & CARB compliant, aggressive open shoulder tread designed for tough single axle applications.



B123™ TRAILER

- APPLICATION
- Truckload
- 11/32^{mm}
- Single | Tandem Axle SmartWay® / CARB

The B123 FuelTech tread combined with R123 casing reduces energy loss by 4.7% for optimum fuel efficiency.




B835™ B135™

- WIDE BASE
- Tandem Axle SmartWay® / CARB

B835™ - Fuel-efficient wide base retread designed for tandem-axle drive applications. B135™ - Bandag's most fuel-efficient wide base retread designed for tandem-axle trailer applications.

LONG HAUL	REGIONAL	TRUCKLOAD (LT)
UAP2	UAP2	UAP2
B710	B710	B710
B760	B760	B760
HT5	HT5	HT5
B123	B123	B123
B835	B835	B835
B135	B135	B135







Bridgestone R213

**Exponential Efficiency with Three
Ways to Save**

**Longer Life
Lower Fuel Costs
Maximum Retreadability**

