



The *Bridgestone* Advantage



BRIDGESTONE
Solutions for your journey



Contents

Introduction	3	● — Click to jump to section
Bridgestone Advantage	4	
Fleet Solutions	5	
Tire & Retread Portfolio	6	
Resources	8	

Introduction

Headquartered in Nashville, Tennessee, Bridgestone Americas Tire Operations is a leading innovator of sustainable mobility solutions in the United States and Canada. Through our Bridgestone and Firestone brands, we manufacture and market a comprehensive portfolio of superior commercial tires for the original equipment and replacement markets.

Whether your business requires truck and bus tires, off-the-road tires, agriculture tires or a mixture of the three, we have a solution to meet your unique needs.

Bridgestone's value to our partner customers goes well beyond our superior tires. As a leader in advanced mobility solutions, we bring to market a dynamic portfolio of connected technologies, products and platforms designed to create accelerated efficiency for your fleet while also simplifying tire and fleet management.

Bridgestone partners with the largest network of dealers

Bridgestone partners with North America's largest dealer network, providing the personalized support of local dealerships with the broad reach of a connected national footprint to optimize your tire program no matter the size of your fleet or how far you travel.



The Bridgestone Advantage: Fleet Solutions

Fleet management made simple

All of our solutions are thoughtfully designed to be simple to implement, optimize and manage so you can spend less time on tire maintenance and management and more time driving your business forward. Fleets can now unlock the power to:

Achieve Superior Product Performance

Outfit their fleet with best-in-class products engineered to meet their performance demands

Pair high-performing casings with the world's leading Bandag retreads to ensure they get the most of their tire program without compromising on price or performance

Minimize Downtime with Predictive Maintenance

Access tire asset tracking tools and data to proactively influence and inform their fleet buying decisions

Track Tire Performance Data

View new and real-time insights about their business' performance, efficiency and needs

Manage Your Fleets and Assets

Utilize innovations in technology that give us insight into a fleet's business so our experts can provide them a customized solution package

Find savings and efficiencies within fuel consumption, gain better control over tire inventory, and receive centralized communication and access between fleets and service providers so they can spend less time worrying about maintenance



Our fleet management solutions connect products, data, technology and service to create value for our customers while contributing to a more efficient future of mobility.



Achieving Superior Tire Performance

● Bridgestone Tires

With best-in-class performance, and engineered with the latest advancements in compound technology and tread innovation, Bridgestone tires are developed with leading fleets in mind and deliver excellent performance in the moments where it matters most.

● Firestone Tires

Built with the dependability and durability you need to get the job done right, on time, no matter what. With a dedication to providing confident quality over the long haul, Firestone tires are built to work as hard as you do.

● Bandag Retreads

For nearly 60 years, Bandag retreads have built a solid reputation based on a commitment to quality and innovation as well as a focus on improving tire performance and your bottom line. The Bandag retread process is patented and unmatched in the industry, ensuring each retread is carefully inspected for quality and consistency to optimize your tire program at a fraction of the cost of new tires.



Tracking Tire Performance Data

● IntelliTire™

Real-time visibility into tire performance data and trends enables you to proactively avoid downtime incidents, save on tire costs, and keep your fleet running safely.



Managing Your Fleets and Assets

● BASys™

A tire and retread asset management platform that provides predictive analysis and asset tracking to increase your productivity and uptime.

● Treadnet™

An inventory management platform where you can order, manage and maintain your inventory levels for optimal investment.



Minimizing Downtime with Predictive Maintenance

● REACH™

An open, start-to-finish driver productivity platform that centralizes communication between fleets and the closest service providers instantaneously, getting you back on the road faster than ever before—no call center, no phone calls, no waiting.

● ToolBox™

Stay on top of your fleet's tire needs with the ToolBox system, in-person tire inspections and tracking to help you assess tire health and equipment needs and proactively avoid downtime incidents.

Our Tire & Retread Portfolio

We know that the challenges commercial customers face vary widely with no two businesses having the exact same tire needs. That's why we offer a robust portfolio of tires and retreads that spans across industries, applications and product tiers. Every product we manufacture is engineered for superior performance for the role it was developed.

BRIDGESTONE

We provide best-in-class performance with industry-leading products such as our Ecopia™ lineup, designed for immediate fuel savings and long-term value by delivering more miles out of your tires. Our full range of tires are engineered to perform at the highest level while lowering the cost of ownership to benefit fleet customers.

LEARN MORE

Firestone

Get tires that are durable and dependable at a great value. With our flagship Firestone lineup and our even more affordable Classics line, we offer a wide range of options for every price point, position and a variety of applications. We are so confident in our tires that we back them with our unparalleled 90-Day Buy & Try Guarantee.¹

LEARN MORE

bandag

Our retread program offers safe and reliable tires that will drive costs down. When paired with Bridgestone and Firestone casings, Bandag retreads deliver performance equal to or exceeding competitive new products in the same tread type and application.² In addition to our traditional retread portfolio, we also offer the MaxTread™ lineup, an affordable and road-ready tire locally manufactured and available nationwide. Backed by a lifetime warranty on the tread rubber, MaxTread delivers a competitive alternative to lower tiered tires while providing performance you can depend on.

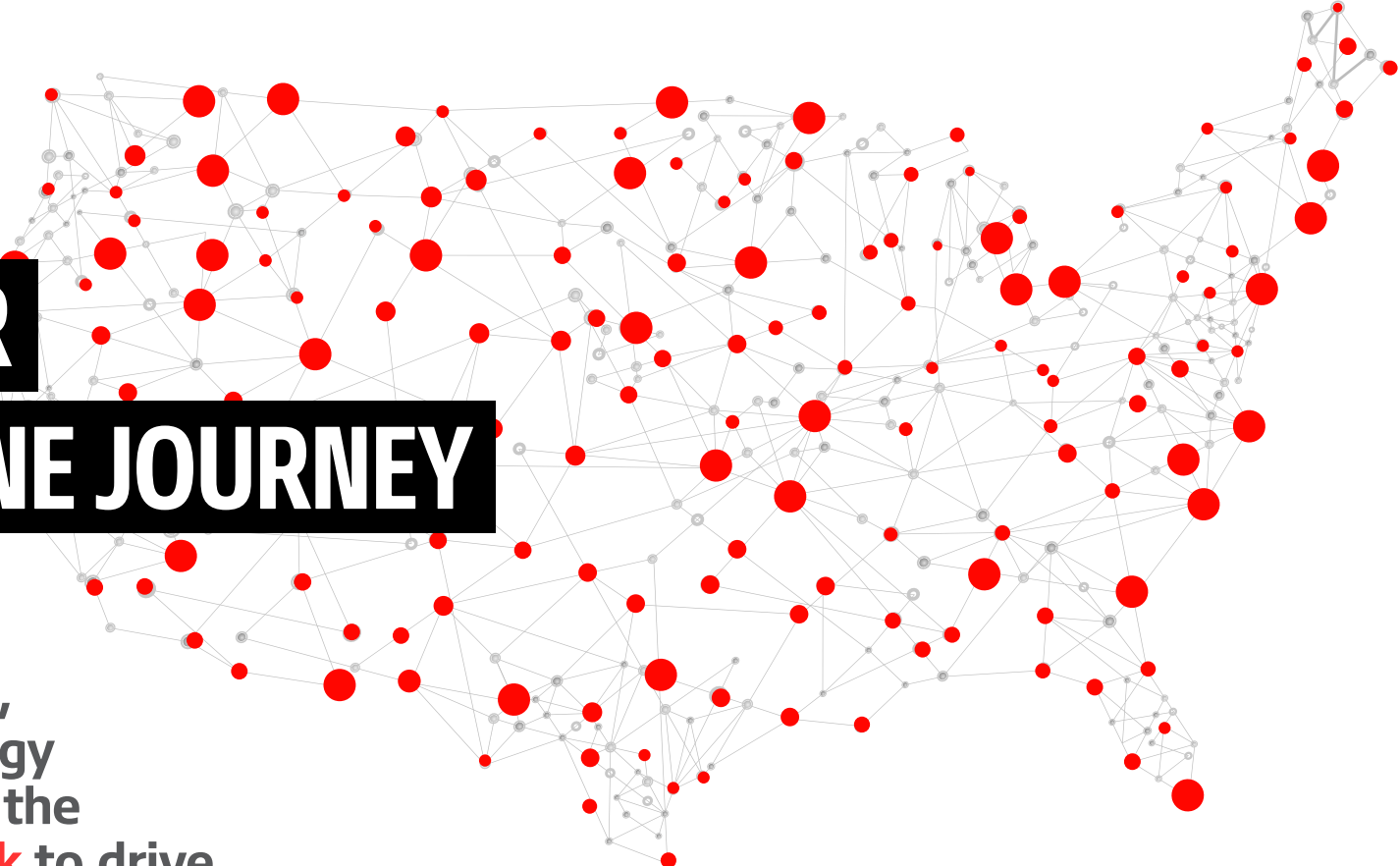
LEARN MORE

Use our Bundle Builder tool to combine products from across our family of brands.

VISIT



¹ Conditions apply. See <https://commercial.firestone.com/en-us/warranty> for details.
² Golden, J.S., Handfield, R., Daystar, J. and, J. Woodrooffe (2018). Retread Tires in the United States & Canada: An Analysis of the Economic & Environmental Benefits for Fleet Operators and the U.S. Government.



BEGIN YOUR BRIDGESTONE JOURNEY

Bridgestone offers customized programs, services and technology and is partnered with the **largest dealer network** to drive your business forward.

Find your local Bridgestone dealer

VISIT



Resources

No matter what size fleet you have, we have the scalability, capability and availability to keep you rolling with our network of nationwide dealers, truck stops, and technology that delivers sustainable savings in new and innovative ways.

[Bridgestone® Tire Finder](#)

[Ecopia™ Tire Fuel Calculator](#)

[Dealer & Truck Stop Locator](#)

[Bandag® Commercial Products](#)

[Bandag® Retread Process](#)

[Bandag® Dealer Locator](#)





Thank You

