



FUEL-EFFICIENT TIRES FOR EXPENSIVE TIMES

Combat rising fuel costs with Ecopia™, our most fuel-efficient tires. Because savings happen where the rubber meets the road.

This is the Ecopia Effect™.



R213™ ECOPIA™ STEER

LONGER WEAR LIFE · ULTRA-LOW ROLLING RESISTANCE

Bridgestone R213 Ecopia™ tire dramatically reduces operating costs by delivering double-digit improvements in wear performance with Bridgestone's most fuel efficient long-haul steer tire ever.¹ 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 Ecopia.²



M713™ ECOPIA™ DRIVE

FUEL EFFICIENT¹ · LONG LIFE · OUTSTANDING RETREADABILITY

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™ ECOPIA™ TRAILER

EXCEPTIONAL WEAR · FUEL EFFICIENT* · EXCELLENT RETREADABILITY

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™. Ideal for fleets looking to maximize fuel dollars, and a lower total cost of ownership.*

R213 Ecopia Longest Wearing

- Long-Haul / Over the Road, Super-Regional
- Tandem Axle
- 17 / 32^{nds}
- Defense Side Grooves
- 22.5 and 24.5 sizes
- Smartway® Verified

M713 Ecopia Most Fuel Efficient

- Long-Haul and Regional Services
- Tandem Axle
- 24 / 32^{nds}
- IntelliShape™ Sidewall
- Fuel Saver Sidewall
- Smartway® Verified

R123 Ecopia Ultra Fuel Efficient

- Long-Haul and Regional Services
- Tandem Axle
- 11 / 32^{nds}
- IntelliShape™ Sidewall
- Fuel Saver Sidewall
- Smartway® Verified

*Fuel savings based on R123 Ecopia™ tires in all eight trailer tire positions. Savings calculated assuming \$3.00/gallon fuel cost, 80,000 lbs. total vehicle weight. Actual results will vary depending on several factors such as tire size, operating conditions, maintenance, road conditions and driving style.

THE
ECOPIA EFFECT

How Much Money Can You Save With Ecopia™ vs Michelin X-Line and vs Goodyear Fuel-Max?

The Ecopia lineup delivers a winning combination of wear, fuel efficiency and maximum retreadability designed for immediate fuel savings and long-term value by getting more miles out of your tires.



Scan the QR code to learn more about a customizable suite of Fleet Care Solutions to help you save.

Potential Annual Cost Savings*

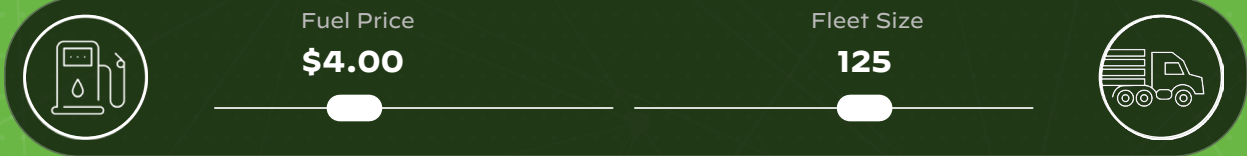
BRIDGESTONE ECOPIA vs MICHELIN X-LINE
\$364,650

Potential Annual Cost Savings*

BRIDGESTONE ECOPIA vs GOODYEAR FUEL-MAX
\$210,084



Scan the QR code to see how much you can save.



*,**Bridgestone R213 Ecopia (in steer position), M713 Ecopia (in drive position), and R123 Ecopia (in trailer position) in size 295/75R22.5 load range G, compared to the equivalent size and load range of Michelin XLEZ (in steer position), XLED (in drive position), and XLET2 (in trailer position), and to the equivalent size and load range of Goodyear Endurance LHS (in steer position), Fuel Max LHD2 (in drive position), and Fuel Max LHT (in trailer position). Rolling resistance and wear results obtained from Bridgestone internal TLCC model which incorporates third party SAE J1269 rolling resistance testing and measures results over the life of the tire. Savings calculated assuming 7 miles per gallon and the average price of fuel selected by Savings Calculator user, 5/32nd pull point, 80,000 lbs. total vehicle weight, for a class 8 tandem-drive axle tractor and single trailer combination traveling 100,000 miles/year. Projected wear results based on field test data across multiple users in long haul fleet application. Projected wear of Goodyear FuelMax LHT assumes same wear as Bridgestone R197 Ecopia. Actual results will vary depending on several factors such as tire size, operating conditions, maintenance, road conditions, and driving style.



THE BRIDGESTONE ECOPIA LINEUP CONSUMES:

4.86% LESS FUEL on average than a Michelin lineup of XLEZ steer, XLED drive and XLET2 trailer.

2.83% LESS FUEL on average than a Goodyear lineup of Endurance LHS steer, Fuel Max LHD2 drive and Fuel Max LHT trailer.

Ecopia Tires In Every Position.
The Savings Keep Adding Up.



18%
Contribution to fuel economy*



39%
Contribution to fuel economy*



43%
Contribution to fuel economy*

Trailer position accounts for a large portion of fuel contribution.

