

FOR IMMEDIATE RELEASE
Contact: Media Center
(877) 201-2373

2905 N. Hwy 61
Muscatine, IA 52761-5886
Fax: 563-262-1263

New Bridgestone-Brand Greatec R125 Wide Base Trailer Radial Offers Superior Fuel Economy and More Payload

MUSCATINE, Iowa (June 3, 2010) – Bridgestone Bandag Tire Solutions (BBTS), a division of Bridgestone Americas Tire Operations, has introduced the new Bridgestone-brand Greatec R125 wide base trailer radial for low rolling resistance and increased payload. The Greatec R125 is approved for use on Environmental Protection Agency (EPA) SmartWaySM-certified equipment and is ideal for fleets running California Air Resources Board (CARB)-compliant vehicles.

“Greatec R125 is an excellent choice for fleets who prefer to use wide base single trailer tires to increase revenue-producing payload,” said Chris Hoffman, Manager, TBR & Retread Product Marketing, BBTS. “Its design also promotes superior rolling resistance, making it an excellent choice for those participating in the SmartWay transportation partnership.

“Greatec R125 trailer radials also meet today’s California’s CARB requirements. Starting this year, all 2011 model-year trailers must use low rolling resistance tires certified by SmartWay in order to run in California. Within three years, that rule applies to all trailers 53 feet and longer,” continued Hoffman.

Greatec R125 uses several irregular-wear-fighting innovations for long, even tread life. Bridgestone’s patented Equalizer RibTM and Defense GrooveTM designs promote uniform rib wear for longer mileage. Stress-relief sipes absorb rib stresses for even wear.

Tough sidewall protector ribs on both sides fight curbing damage to protect the casing. Should the protector rib on one side wear away, the tire can be flipped over for continued protection. The Greatec R125 uses casing-saving stone rejector platforms in each tread groove to help prevent trapped stones from pushing deeper into the tread grooves and piercing the belt layer, damaging the belts, and exposing them to rust.

-more-

2-2-2-2 GREATEC R125

The R125 benefits from Bridgestone's patented Waved Belt™ design that balances stiffness and resiliency to provide a very strong, stable casing that, in turn, produces a remarkably stable footprint shape throughout the life of the tire. The T.I.P.™ (Turn-In Ply) design increases bead durability by removing the ply end from harm's way, wrapping it around the bead bundle – an innovation that promotes a stronger, more resilient bead.

For more information on Greatec R125 wide base trailer tires, ask your BBTS sales representative, your dealer or truckstop operator or visit BridgestoneTrucktires.com. For information on becoming a SmartWay fleet, go to www.epa.gov/smartway.

SmartWay is an innovative, voluntary partnership of the EPA that reduces greenhouse gases and improves fuel efficiency in the nation's trucks and railroads. This voluntary program helps fleets make the right choices when specifying for optimum fuel efficiency – including recommendations for original equipment and replacement tires.

About Bridgestone Bandag Tire Solutions:

Bridgestone Bandag Tire Solutions (BBTS), a division of Bridgestone Americas Tire Operations, LLC, manufactures, markets and sells medium and heavy duty truck tires for the original equipment and replacement markets in the United States, and in Canada, through Bridgestone Canada Inc. Bridgestone, Firestone and Dayton brand truck tires are available through more than 2,500 dealers and truck stops across the U.S. and Canada. In addition, through its Bandag brand, Bandag retreading dealers have access to industry-leading research and development, manufacturing, marketing and sales expertise. This combination of new and retread product offering provides trucking customers with total tire solutions.

###