

Reprinted from **Real Answers**

Why this book?

Special Edition Four

real QUESTIONS
real ANSWERS

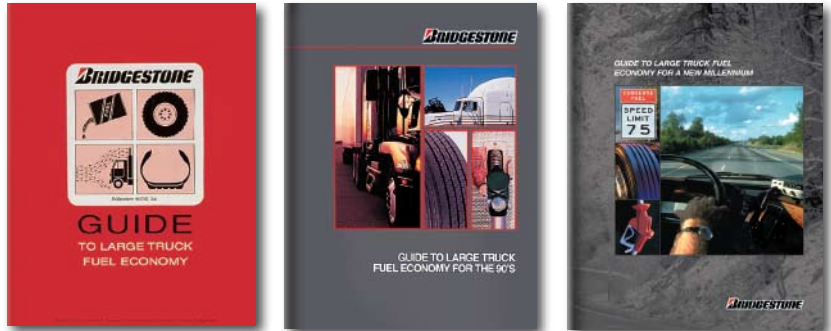
BRIDGESTONE

BridgestoneTrucktires.com

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Why this book?

This is the fourth Bridgestone publication on fuel economy. The first appeared in 1984, when low profile tires were gaining significant acceptance. The second, in 1992, coincided with then-new “fuel-efficient tread compound” radials. And the third appeared in 1999, when the industry was in an unprecedented boom, yet fuel was under \$2 per gallon.



Bridgestone has been publishing the results of its tire fuel economy tests since 1984.

Today, low profile radials dominate the market; most manufacturers offer tires with fuel-efficient tread compounds and aerodynamic, fuel-efficient trucks are in widespread use.

Still, the questions fleets most often ask haven't changed that much:

How do tires fit into the overall fuel economy picture?

What effect does speed have on fuel economy?

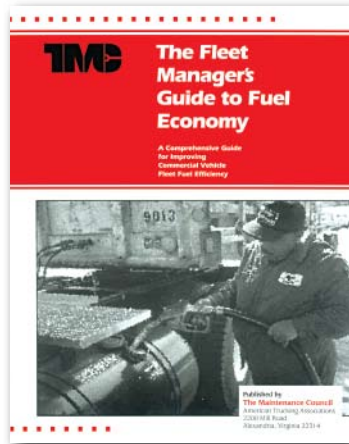
How can we select the best tire for our operation?

Why don't we get results as large as we see in tests?

How can we balance the cost of tires over their life with their effect on fuel economy?

We will address these questions in this newly revised guide. As we'll see, some of the answers haven't changed much, while others have changed a great deal.

Resources



The Fleet Manager's Guide to Fuel Economy, from TMC, is a comprehensive guide for improving commercial vehicle fleet fuel efficiency, and covers many non-tire-related topics.

The Technology & Maintenance Council of the American Trucking Associations publishes the results of its S.11 Vehicle Energy Conservation Study Group in a report titled *The Fleet Manager's Guide to Fuel Economy*. We consider the TMC publication a companion to this one, since it addresses numerous *non-tire* fuel economy factors not considered here.

Copies of the TMC guide are available from:
 Technology & Maintenance Council
 (703) 838-1763
 FAX (703) 684-4328
 tmc.truckline.com

This guide contains a dual index, covering both TMC's publication and this one. See pages 34 - 37.



This video, featuring driver/fuel economy expert Jim Booth, can help your drivers learn to save fuel by improving their driving and trip planning skills.

In addition to this publication, Bridgestone also offers a video, *What Drivers Can Do To Save Fuel*, which you can use in your driver continuing education programs (see back cover for details).



*Your Bridgestone representative will be happy to help you select the tires with the lowest overall cost and fuel consumption, using Bridgestone's exclusive **Tire Life Cycle Cost** computer program.*

Finally, Bridgestone also offers, through its field sales representatives, its *Tire Life Cycle Cost* (TLCC) analysis system, which can help you effectively compare the total cost of tires (including many competitors' tires) in your fuel economy picture. **FA**