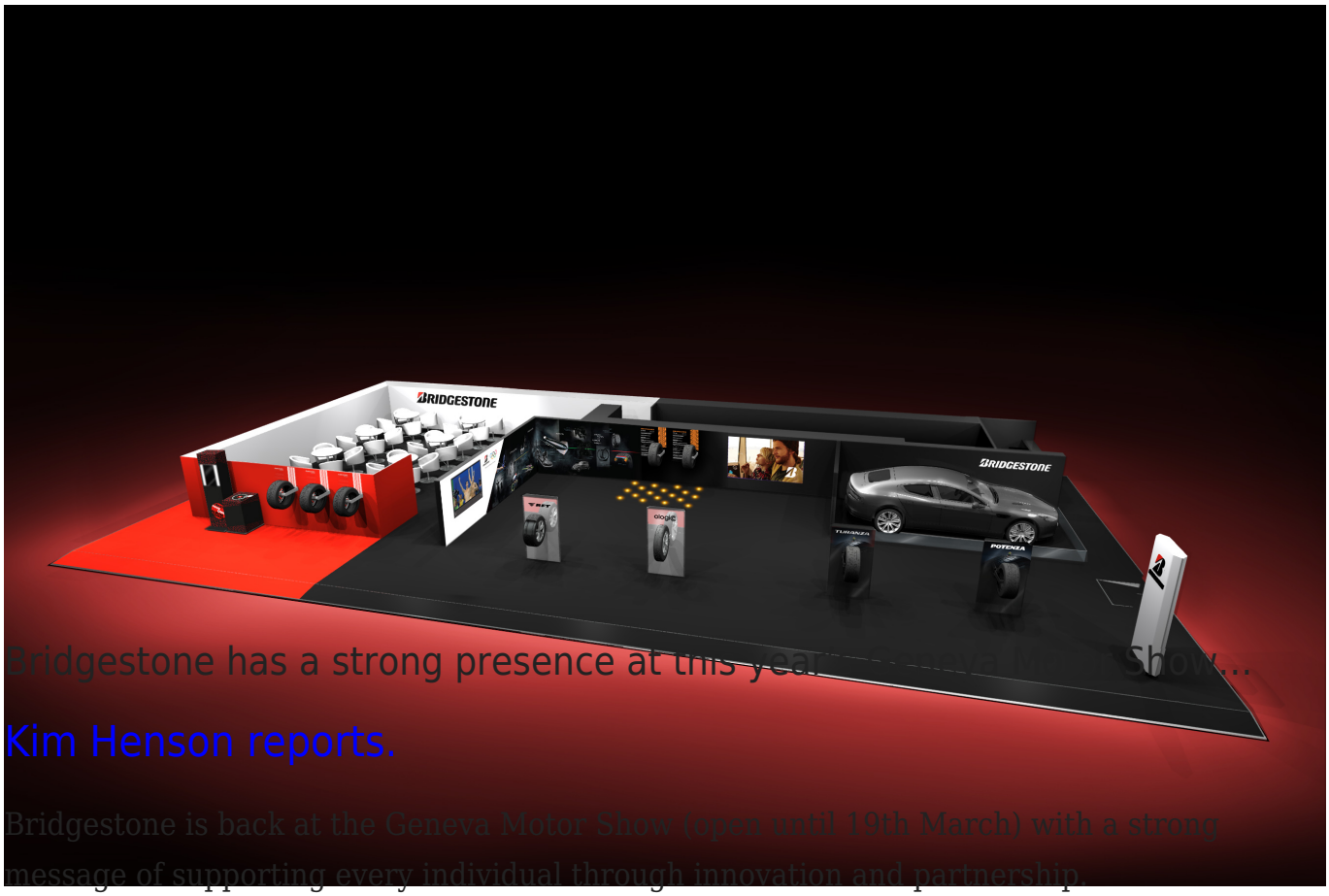
Bridgestone at Geneva Motor Show

Published: March 14, 2017

Author: Kim Henson

Online version: https://www.wheels-alive.co.uk/bridgestone-at-geneva-motor-show/



Bridgestone has a strong presence at this year's Geneva Motor Show…

Kim Henson reports.

Bridgestone is back at the Geneva Motor Show (open until 19th March) with a strong message of supporting every individual through innovation and partnership.

The Bridgestone booth in Hall 6, Stand 6253, spotlights Bridgestone and Firestone brands' latest developments in Europe.

Partnership and Innovation

Bridgestone's TOP Partnership with the International Olympic Committee takes centre stage. A selection of imposing imagery takes visitors on a journey of innovation in sport and

in tyre development, culminating in the display of Bridgestone's DriveGuard and DriveGuard Winter tyres. Since its premiere at Geneva in 2016, DriveGuard has had an extraordinary year, winning awards in Germany, the UK, Ireland, Portugal and France.

The theme of innovation continues with the exhibition of the latest Run-Flat Technology, alongside ECOPIA with ologic. Each tyre on show is supported with comprehensive explanations of its significant features.

An imposing vision is also on show in the shape of the new Aston Martin DB11 with its 20" Potenza S007 sport tyres. Bridgestone is exclusive tyre supplier for the DB11.The Potenza S001 and latest generation Turanza T001 tyres are also found in this premium zone.