Bridgestone launches three initiatives at the Paris Motor Show

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New ideas from Bridgestone, aimed at helping motorists

Claiming to be the world's number one tyre and rubber company, Bridgestone has set out three solutions which they say will help motorists.

At this year's Paris Motor Show (which is open until 14th October 2018), the firm has introduced three initiatives new to its portfolio.

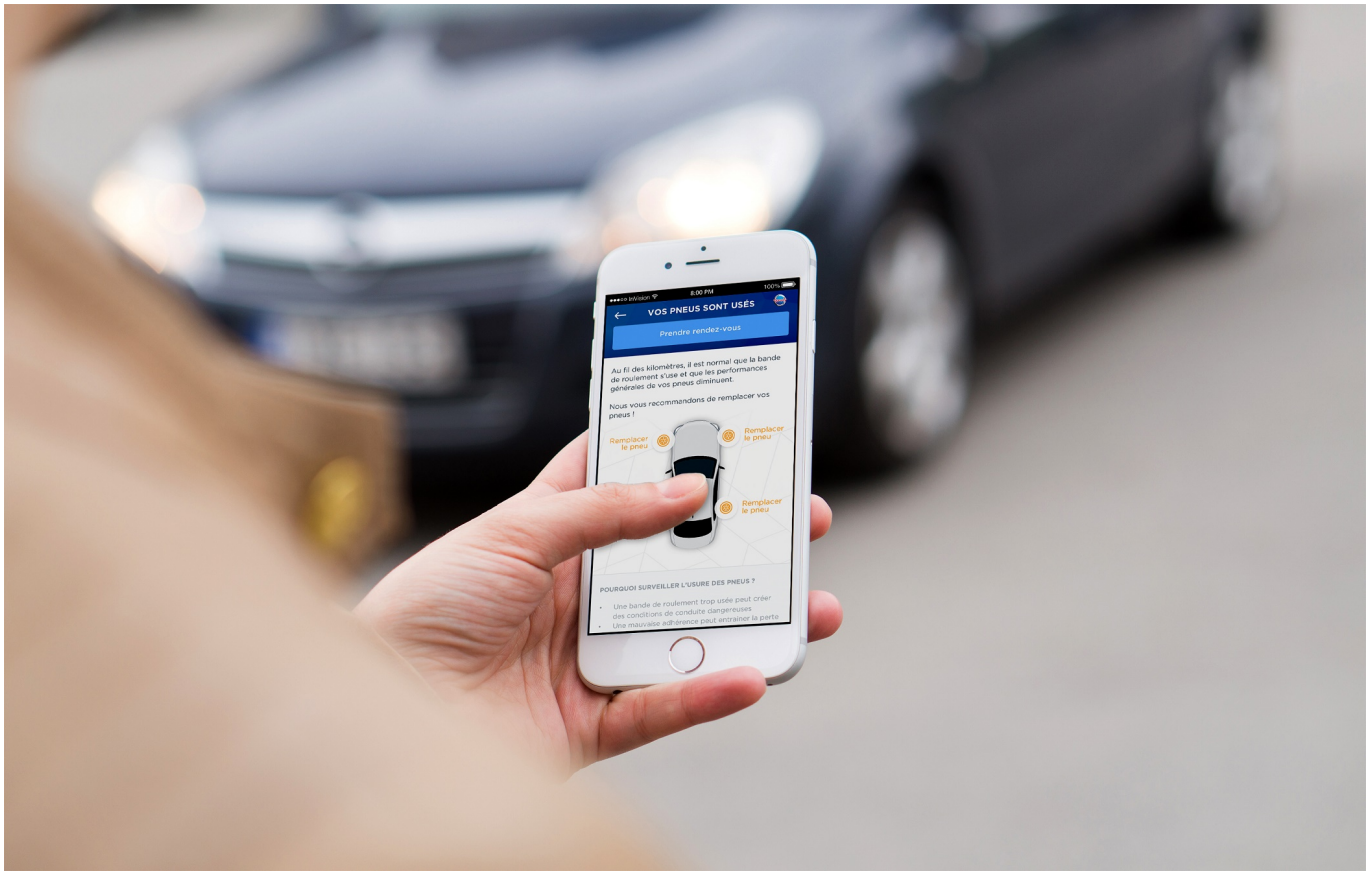
Driveguard Run-Flat Technology offered on Bridgestone's main product lines

Bridgestone says that it was the first tyre manufacturer to introduce 'run flat' tyres in the 1980s, and has announced that from November this year it will expand its Driveguard Run-Flat Technology (RFT) to include its main product lines.

Bridgestone advises that the technology allows drivers to continue driving safely for 80 km (about 50 miles) and up to 80 kph (around 50 mph) on a tyre that has suffered from a puncture, air leak(s) or damage. It adds that customers will now be able to experience these safety benefits alongside the performance characteristics of the firm's Turanza, Blizzak and Weather Control tyre ranges.

Unlike run-flat tyres from other manufacturers, Bridgestone tyres with Driveguard RFT can be fitted on any car equipped with TPMS (Tyre Pressure Monitoring System), and are available for the replacement market.

'My Speedy' smartphone app



This is a predictive maintenance solution, employing ‘embedded’ telematics dongle to advise motorists (via their smartphones) regarding actual and potential problems with a vehicle’s key components, including the tyres, brakes, battery, engine oil, as well as default signals. It also provides advice on the best course of action to fix the trouble.

It is said to incorporate a unique predictive capability to anticipate trouble before it occurs…

This concept, initially developed as ‘Bridgestone Connect’ will first be introduced in France under the ‘My speedy’ brand, then expanded to the full network of around 500 stores in France, before being rolled out across Europe.

‘MOBOX’



This is a monthly subscription service covering premium tyres and vehicle services, and including a full warranty plus other premium-related services, including a multi-lingual call centre for customer support. Further services that can be added include summer/winter tyre switching, storage services and selected car maintenance.

The cost of the basic service starts at seven euros per month.