Bridgestone News: DriveGuard tyres represent a reassuring new defence against punctures, and Bridgestone is selected by Aston Martin as an official partner for the new DB11.

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Kim Henson reports…

DriveGuard ‘extended mobility’ tyres

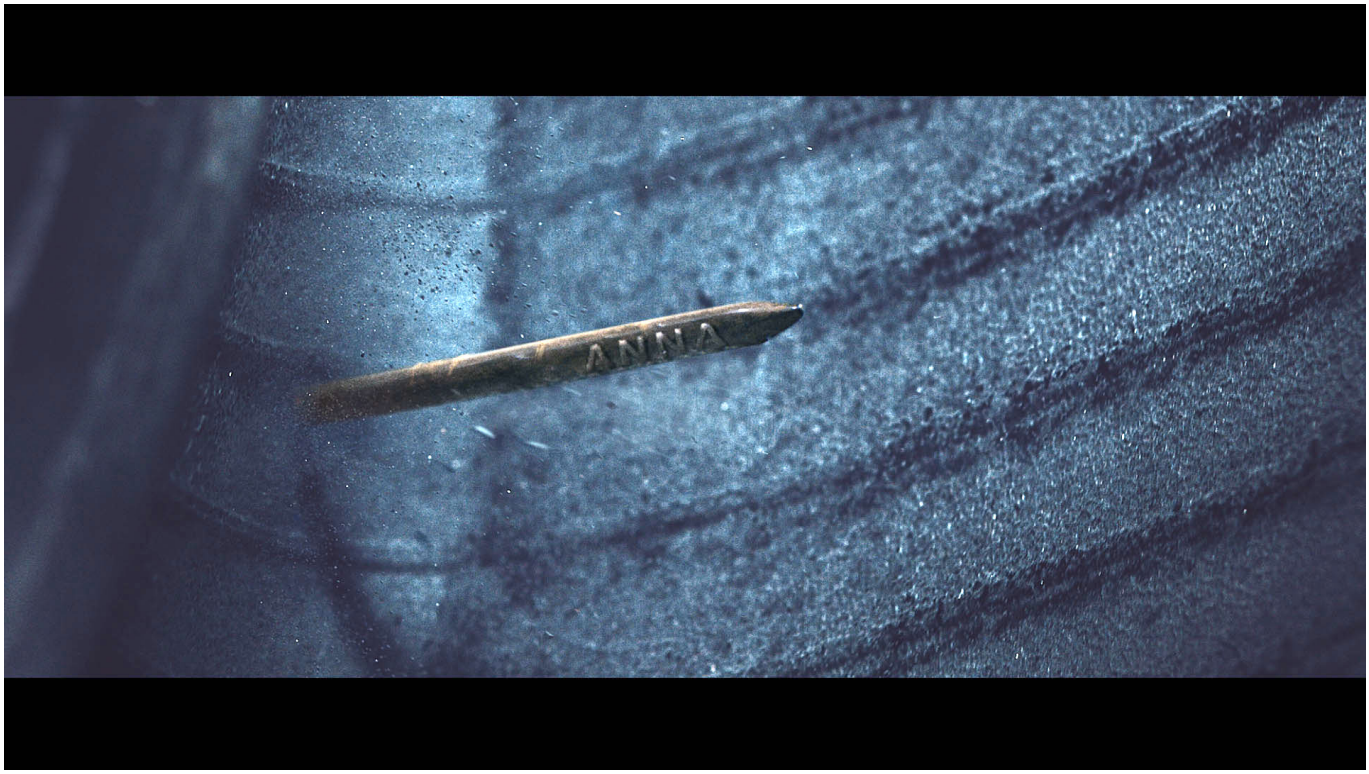
Bridgestone hopes that a diverse nationwide advertising campaign will gain traction amongst a huge audience as it launches its new DriveGuard ‘extended mobility’ tyre to the public, featuring cinema presence, television spend and full motion video boards in major shopping centres.

Based on the theme that somewhere out there ‘there’s a puncture waiting with your name on it’, a short film demonstrates how Bridgestone DriveGuard tyres can travel with a puncture, allowing motorists to get to a safe place to have their tyres changed or repaired. The message is delivered through an emotional film production that follows a mother driving her young children on their journey home.


DRIVEGUARD
BRIDGESTONE
Your Journey, Our Passion

Safety and convenience

Bridgestone research shows that 60% of motorists in Europe have experienced a punctured tyre in the last 4 years (according to Bridgestone commissioned research conducted by Profacts in 2015).



Bridgestone DriveGuard is now the first tyre of its kind that is not restricted to a factory fitment on specific brands or car models. It can be fitted on almost all cars equipped with a TPMS (Tyre Pressure Monitoring System), now mandatory equipment on all new models in Europe, and offers drivers the ability to continue driving after a puncture for 80 kilometres – about 50 miles, at up to 80 km/hour –approximately 50 mph. Note: DriveGuard tyres are currently not available for vans. The possible driving distance after a puncture may vary, depending on vehicle load, outside temperature, and when the TPMS is triggered.

With its reinforced sidewalls and proprietary cooling fin technology, Bridgestone DriveGuard tyres give drivers additional peace of mind – reducing the risk of an accident caused by a puncture, and avoiding the extremely inconvenient and risky business of changing tyres on the road side.

Bridgestone will air the campaign across Europe as well as the UK, with TV spots across France, Germany, Italy and Spain, also social media will engage consumers with a quiz contest linked to a DriveGuard mini site. A family oriented cinema flight and shopping mall activations will boost awareness locally. The campaign was created for Bridgestone by the J Walter Thompson International advertising agency.

For more information, visit www.driveguard.com

… Or check out the new advertisement on www.youtube.com/user/bridgestone

Aston Martin nominates Bridgestone as DB11 partner



Bridgestone.
Geneva Mortor Show 2016

Bridgestone has been selected by Aston Martin as an official project partner for the new DB11 model, to be launched later in 2016. This exciting programme sees Bridgestone support Aston Martin with a series of technical developments, durability testing and global media launches, including use of its class-leading European Proving Ground in Aprilia, Italy.

Christophe De Valroger, Vice-President Original Equipment, Bridgestone Europe: “Bridgestone is rightfully proud to continue its long-standing partnership with Aston Martin and be nominated as a sole supplier for this premium development project for the exciting new DB11. Working with one of the world’s top luxury sports car icons is not only a privilege for our engineers – it is a great opportunity to raise the bar in terms of tyre design, efficiencies and performance.”

Bridgestone has worked closely with Aston Martin on tyre development for many years, including projects such as the DB9, V8 Vantage S and Rapide, and now the exceptional new DB11 will be fitted with the next evolution of Bridgestone’s flagship UHP sports tyre, Potenza S007.