Latest developments from Bridgestone/Firestone…

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News Round-up from Bridgestone/Firestone…

Including Bridgestone links with Maserati, golf and Alfa Romeo, plus two new Firestone tyre ranges; all summarised by Kim Henson…

Bridgestone tyres selected for the first Maserati SUV

Maserati has selected Bridgestone tyres for the new Levante, the luxury brand's first ever SUV.

The all-wheel drive SUV started leaving the Mirafiori plant near Turin in May 2016, fitted with Bridgestone Dueler H/P Sport tyres in size 255/60 R18 108W.

Bridgestone developed the Dueler H/P Sport tyre specifically for today's high-performance SUVs. With a tread design modelled on the Potenza sport tyre pattern, the design aims to bring to drivers the high-level steering response, wet control and in-car comfort they expect from the world's most luxurious SUV models. The tyres will be marked 'MGT' to indicate approval by Maserati as original equipment on their vehicles.

Christophe de Valroger, Vice President Original Equipment, Bridgestone Europe commented, "Dueler H/P Sport is engineered to give the ultimate on-road driving

experience and we believe drivers will fully appreciate this."

Bridgestone's Levante contract continues an historical relationship with Maserati, a story that started with Bridgestone's innovative development of an 18 inch run flat technology (RFT) tyre for the Maserati Quattroporte V in the early 2000s.

Bridgestone and its special DriveGuard golf championship...

Peter Carr, Carl Broomfield and Zack Rosen enjoy a round of a lifetime with European Tour star Graeme McDowell (right).

Bridgestone Tyres have been keen to forge a link stemming from golf's grass roots sponsorships, right through to the top of the game. This was recently achieved through its amateur DriveGuard Trophy winners playing with 2010 US Open champion Graeme

McDowell!

For the vast majority of amateur golfers, the chance to play with a major winning star and household name of the sport is a prospect too unlikely to ever contemplate.

However, for a trio of Bridgestone DriveGuard Trophy winners, their wildest of dreams came true when they teed it up with 2010 US Open winner Graeme McDowell at the pro-am of the British Masters supported by Sky Sports, at The Grove.

Carl Broomfield, Peter Carr and Zack Rosen beat up to 20,000 amateurs across England by winning the tyre manufacturer's amateur event, which engaged with up to 200 clubs this year.

The money-can't-buy headline prize was a round of golf at the huge European Tour competition, which Bridgestone Tyres official partnered, and was eventually won by Swedish star Alex Noren.

Northern Irishman McDowell, who won the all-important point to clinch the Ryder Cup in 2010, was on hand to offer advice and tips to the three amateurs throughout the round.

All three players have been on a journey to remember with Bridgestone Tyres, initially winning their DriveGuard Trophy club events, before moving on to one of seven regional finals at Royal North Devon Golf Course.

After prevailing there, they then went on to participate in the final of the DriveGuard Trophy at Heythrop Park, for the pro-am of the Bridgestone Challenge, the first English based Challenge Tour event to take place in four years.

They comprised the winning pro-am team and then won the experience of a lifetime with McDowell at the British Masters, supported by Sky Sports.

The DriveGuard Trophy was named after an innovative new range of Bridgestone tyres

called DriveGuard, which allow drivers to maintain control after a puncture and safely continue for 50 miles and speeds up to 50mph, or reach a safe destination to organise a replacement.

Bridgestone's north region consumer sales and marketing manager Wim Belckx said, "We couldn't have wished for a better professional than Graeme, who was so selfless and engaging with Carl, Zack and Peter.

He was constantly providing assistance and encouragement on the course and thanks to that, our three winners can reflect on a round of golf to treasure forever.

We wanted to engage with a number of amateur players and then offer them the chance to play at the very top of the game. That was a very important part of our sponsorship and we certainly achieved this – with the help of a European Tour legend."

All three of the lucky winners spoke highly of Graeme's friendly, helpful approach, and they all thoroughly enjoyed their prize.

Bridgestone's run-flat sport tyre selected for the new Alfa Romeo Giulia

Owners of the new Alfa Romeo Giulia leave European showrooms with an extra bonus… driving out on Bridgestone's Potenza S001 sport tyre with the added reassurance of run-flat technology!

Fiat Chrysler Automobiles (FCA) signed up Bridgestone more than a year ago, looking for world-class original equipment for the company's new flagship sports saloon.

Bridgestone pioneered the development of run-flat tyres, offering drivers safety after a puncture with the reassurance that they won't be left stranded. Importantly for drivers of saloons and executive cars, Bridgestone today produces run-flat tyres that are said to also provide the same smooth ride and comfort as standard tyres.

For the new Giulia, Bridgestone is supplying ultra-high-performance Potenza S001 sport tyres as well as all-season Turanza EL450 products with Run Flat Technology (RFT). Bridgestone RFT sizes fitted on Giulia are: 225/50 R17 94W Potenza S001 RFT all around, 225/40 R19 89Y Potenza S001 RFT (front) with 255/35 R19 92Y Potenza S001 RFT (rear),

225/50R17 94V Turanza EL 450 RFT and 225/45R18 91W Turanza EL450 RFT all around.

All the Bridgestone tyres will be marked with ‘AR’ logo to indicate they are original equipment products for Giulia vehicles.

Alfa Romeo has selected Bridgestone premium tyres as original equipment many times in the past. The list includes Turanza and Potenza tyres for Alfa Romeo 147, 156, 159 models, and most recently Giulietta and the MiTo 3-door supermini vehicle.

New Firestone Roadhawk Tyre… said to provide long-lasting performance for everyday drivers

Engineered for endurance and safety, the new Roadhawk tyre from Firestone (Bridgestone Europe) is aimed at mainstream motorists who undertake all types of journeys, and who want and need excellent all-round performance.

The tread pattern has been designed by Firestone to provide the highest possible level of control in wet conditions. The tread is also built to last, and incorporates a special compound to ensure comfort and safety over the long life of the tyre.

In addition, the tyre incorporates a lightweight carcase set up for low rolling resistance, thus aiding fuel consumption.

The new Roadhawks will be available from local tyre dealers from January 2017 in a range of rim diameter sizes from 15 to 19 inches.

Firestone Vanhawk 2 launched for van and light truck operators…

Firestone says that for its new Vanhawk 2 range, the company has improved its Vanhawk tyre, already said to be renowned for its durability and wear life, by significantly upgrading its wet weather handling and fuel consumption characteristics.

As with the Roadhawk tyres for cars, the new Vanhawk 2 tyres will be obtainable from January 2017.

Firestone… Has been producing vehicle tyres for more than a century. The firm was acquired in 1988 by Bridgestone, the world’s largest tyre and rubber company.