

**BRIDGESTONE**

Your Journey, Our Passion

NEW TURANZA T001

SUPERIOR  
SAFETY  
AND COMFORT

**TURANZA**



SAFETY/LUXURY

**TURANZA**

SAFETY, COMFORT AND PERFORMANCE, ELEGANTLY BLENDED IN A TYRE THAT REPRESENTS THE PINNACLE OF DRIVING LUXURY.

IDEAL FOR THE CITY COMMUTER OR DEDICATED DISTANCE DRIVER, TURANZA IS ENGINEERED TO DELIVER AN EXCEPTIONALLY SMOOTH AND QUIET RIDE IN ANY CONDITION.

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# ER30

The Turanza ER30 provides a smooth and comfortable ride while maintaining excellent stability, steering response and wet traction.

The ER30 is ideally suited to older luxury imported vehicles.

Tyre features	Driver benefits
Wide circumferential groove tread design	Provides excellent traction in the wet and increased resistance to hydroplaning
Reinforced polyester body plies	Increased stability and steering response
5 degree noise reduction	Reduced road noise
Jointless cap ply	Provides a smooth ride and lower road noise



Size	Load	Speed	OD (mm)	Type
<b>15"</b>				
225/60R15	96	V	651	TL
<b>16"</b>				
215/60R16	95	V	664	TL
<b>17"</b>				
235/65R17	108 XL	V	738	TL
<b>18"</b>				
255/55R18	109 XL	Y	737	TL
245/50R18	100	W	703	TL
<b>19"</b>				
255/50R19	103	W	739	TL
285/45R19	107	W	739	TL

OD represents Overall Diameter of the tyre. XL indicates Extra Load. Type represents either a tubeless (TL) or Run Flat Tyre (RFT). Refer to the back of this book for more information on Run Flat Tyres and load & speed ratings.



# ER33

The Turanza ER33 delivers an exceptionally smooth and comfortable ride with low road noise.

The ER33 is original equipment on a number of luxury performance vehicles.

Tyre features	Driver benefits
Jointless cap ply	Provides a smooth ride and lower road noise
Reinforced polyester body plies	Increased stability and steering response
Improved block stiffness	Reduced road noise for a more comfortable ride
5 degree noise reduction	Reduced road noise



Size	Load	Speed	OD (mm)	Type
<b>16"</b>				
195/50R16	84	V	602	TL
<b>17"</b>				
215/55R17	94	V	668	TL
215/45R17	87	W	626	TL
<b>18"</b>				
235/45R18	94	Y	669	TL
225/40R18	88	Y	637	TL
245/40R18	93	Y	653	RFT / TL
255/40R18	95	Y	661	TL

OD represents Overall Diameter of the tyre. XL indicates Extra Load. Type represents either a tubeless (TL) or Run Flat Tyre (RFT). Refer to the back of this book for more information on Run Flat Tyres and load & speed ratings.





# ER300

The Turanza ER300 is perfect for those seeking a luxurious ride without compromising performance capabilities. It is optimised for low noise, providing a superb level of comfort.

The ER300 has been designed to complement the handling and ride comfort of luxury and mid range touring models.

Tyre features	Driver benefits
Water evacuation blocks	Superior wet performance, prevention of hydroplaning
Long wearing tread compound	Designed to deliver maximum wear life
High traverse stiffness blocks	Enhanced dry grip and cornering power
Round block edges	On-road noise reduction
Solid longitudinal rib	Superior steering response and stability
Optimised carcass construction	Superior ride comfort







Size	Load	Speed	OD (mm)	Type
<b>14"</b>				
185/60R14	82	H	578	TL
<b>15"</b>				
195/65R15	91	V	635	TL
195/60R15	88	V	615	TL
205/60R15	91	V	627	TL
185/55R15	82	V	585	TL
195/55R15	85	V	595	TL
195/50R15	82	V	577	TL
<b>16"</b>				
205/60R16	92	V	652	TL
205/60R16	92	W	652	RFT / TL
225/60R16	98	V	676	TL
225/60R16	102 XL	H	676	TL
185/55R16	83	V	610	TL
195/55R16	87	V	620	TL
195/55R16	87	V	620	RFT / TL
205/55R16	91	V	632	TL
205/55R16	94 XL	V	632	TL
205/55R16	91	W	632	RFT / TL
215/55R16	97 XL	Y	642	TL
225/55R16	95	W	654	RFT / TL
225/55R16	99 XL	W	654	TL
205/50R16	87	W	612	TL
225/50R16	92	W	632	TL
215/45R16	86	H	598	TL
<b>17"</b>				
215/60R17	96	H	690	TL
205/55R17	91	H	658	TL

Continued next page

**ER300 CONT'D**



Size	Load	Speed	OD (mm)	Type
<b>17"</b>				
215/55R17	94	V	668	TL
225/55R17 	97	V	680	TL
225/55R17	97	Y	680	RFT / TL
235/55R17	99	W	690	TL
205/50R17	89	W	638	TL
215/50R17	95	W	648	TL
225/50R17	94	V	658	TL
235/50R17	96	W	668	TL
215/45R17	91 XL	V	626	TL
225/45R17 	91	W	634	TL
225/45R17	94 XL	W	634	TL
235/45R17	97 XL	W	644	TL
245/45R17	99 XL	Y	652	TL
245/40R17 	91	W	628	TL
<b>18"</b>				
245/45R18	100 XL	Y	677	TL

 indicates tyre features Ecopia compound. OD represents Overall Diameter of the tyre. XL indicates Extra Load. Type represents either a tubeless (TL) or Run Flat Tyre (RFT). Refer to the back of this book for more information on Run Flat Tyres and load & speed ratings.

# T001

The Turanza T001 was developed with luxury touring in mind. Offering superior performance on the open road, the T001 features advanced noise reduction grooves to insulate against environmental noise while maintaining ride comfort.

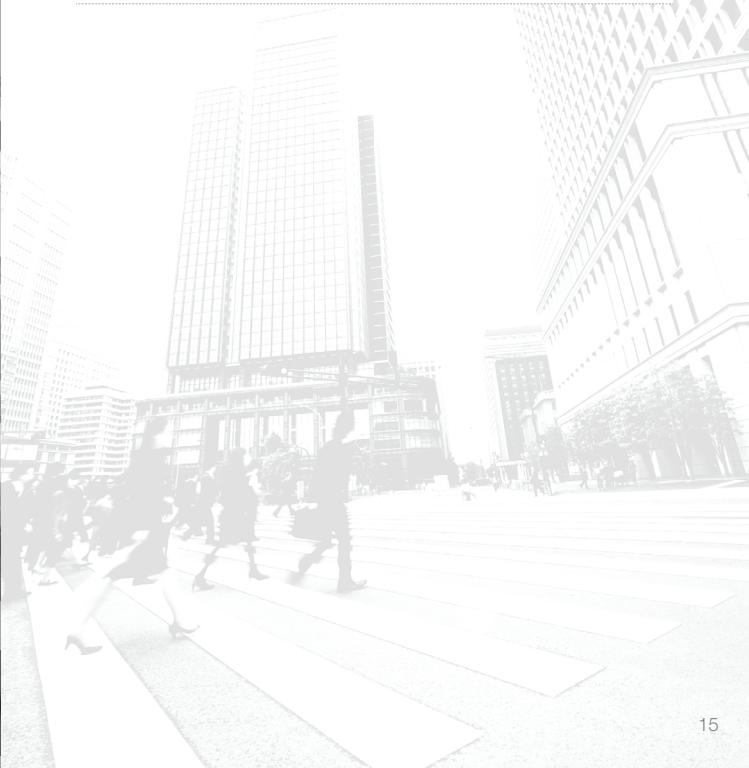
Combined with the revolutionary tread compound resulting in reduced friction, the enhanced design delivers better road contact, braking in wet and dry conditions and longer tyre life.

Tyre features	Driver benefits
Wide main groove	Minimises risk of hydroplaning
Nano Pro-Tech™ tread compound	Unparalleled performance in the wet and good rolling resistance
Flat contact patch tyre profile	Reduced irregular wear
Slim high bead filler	Better handling and comfort
High-angle blocks	Superior braking
5 degree noise reduction	Reduced road noise



Size	Load	Speed	OD (mm)	Type
<b>15"</b>				
195/60R15	88	V	615	TL
205/60R15*	91	V	627	TL
185/55R15	82	V	585	TL
195/55R15*	85	V	595	TL
<b>17"</b>				
215/55R17	94	V	668	TL
225/50R17	94	V	658	TL
215/45R17	91 XL	W	626	TL
235/45R17*	97 XL	W	644	TL
<b>18"</b>				
235/40R18	95 XL	W	645	TL

OD represents Overall Diameter of the tyre. XL indicates Extra Load. Type represents either a tubeless (TL) or Run Flat Tyre (RFT). Refer to the back of this book for more information on Run Flat Tyres and load & speed ratings. \*Available from May 2012.







## Ecopia Compound

As drivers, we all have a responsibility to try to lessen the impact of our vehicles on the environment. As part of Bridgestone's commitment to this, we have created a tyre compound that reduces a vehicle's impact on the environment - without compromising on Bridgestone's legendary quality and safety.


The Ecopia compound is the result of global research and development of lower rolling resistance technology and its effect on the environment.

### What is low rolling resistance?

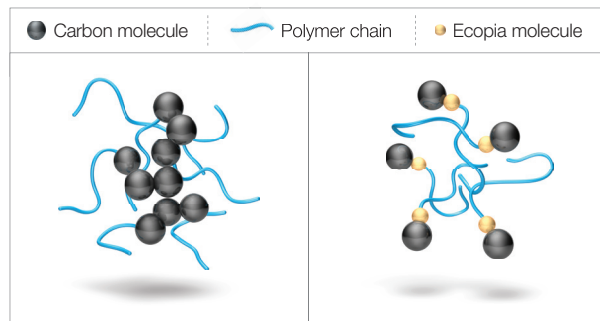
Rolling resistance is an important factor in determining fuel economy and CO<sub>2</sub> emissions. Put simply, it's the force required to roll a tyre. Lower rolling resistance means less fuel is required to power the vehicle, resulting in less CO<sub>2</sub> being emitted into the environment.

In a conventional tyre's compound, carbon molecules inside the tyre clump together, causing friction and generating heat. That leads to energy loss which increases rolling resistance.

The Ecopia tread compound features state-of-the-art reinforcement particle technology which keeps the carbon molecules dispersed, minimising energy loss and friction... and rolling resistance.

Bridgestone tyres featuring this symbol  contain the Ecopia compound. By choosing these tyres, you will reduce your fuel consumption and more importantly, reduce the amount of carbon dioxide being emitted into the atmosphere.

Keep your family safe, help the environment, choose Bridgestone.



### Standard carbon-reinforced compound

Carbon particles rub together during use, resulting in excess heat and loss of energy.

### Improved compound

Featuring state-of-the-art reinforcement particle technology reducing heat build up and resultant rolling resistance without compromising on performance.

Actual fuel consumption and CO<sub>2</sub> emissions depend on factors such as traffic conditions, vehicle economy and individual driving style.

## Run Flat Tyre

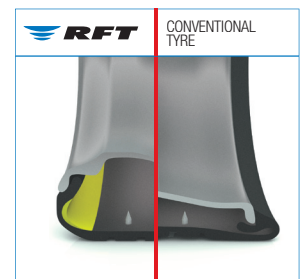
Bridgestone recognises the importance of helping to raise the level of safety for motorists around the world and so has pursued ways to overcome the risks associated with flat tyres. These efforts have resulted in the revolutionary tyre technology known as Run Flat Tyre (RFT).

Bridgestone set out to design a tyre that enables safe driving from the point at which a puncture occurs until the driver can bring the car to a safe location. Compared to a conventional tyre, an RFT has a significantly reinforced, thicker side wall made from heat resistant rubber which can safely carry the weight of the car for a short period even after a total loss of air pressure.

Run Flat Tyres should only be fitted to vehicles that come with Run Flat Tyres as the original tyre. Any vehicle that has Run Flat Tyres requires a TPMS (Tyre Pressure Monitoring System) so the driver can determine if there is a puncture.



Normal inflation conditions at 200kPa. The yellow area indicates the reinforced, thicker sidewall.



At zero pressure when punctured Run Flat Tyres can safely carry the weight of the car for a short period.

## USEFUL INFORMATION

### Tyre inflation

The air pressure in a tyre can influence tyre life, vehicle performance and passenger safety. The correct inflation pressures for a tyre can vary depending on the tyre size, vehicle weight and usage. Refer to the vehicle owner's handbook or the vehicle tyre placard for guidance, or talk to your Bridgestone stockist.

Over inflation of tyres can:

- Reduce the ability of the tyre to absorb road shocks, resulting in a much harsher ride.
- Cause excessive wear of the centre of the tyre.

Under inflation can:

- Cause excessive flexing in the tyre, building up internal heat and causing rapid and irregular tread wear.
- Create more rolling resistance which will have a negative impact on your vehicle's fuel efficiency.

### Pressure check list

- Tyre pressures should be checked at least weekly.
- Pressures should be checked when the tyre is cold.
- Never bleed air from a hot tyre.
- Valves should be checked regularly for damage or leaks.
- Sealing type valve caps should always be used.
- For high speed driving and load conditions, increase the inflation pressures as shown in the vehicle owner's handbook.

### Unsafe tread depth

Ensure that tyres have **more** than 1.6mm of tread.

Most new tyres have about 8mm of tread when manufactured, but as tyres wear, their ability to disperse water reduces. Tyres should be replaced before the tread wears down to the level of the Tread Wear Indicators.

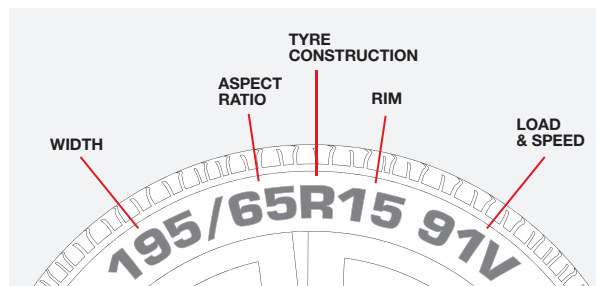
The Tread Wear Indicators are moulded into all major grooves of tyres in at least four positions around the tyre. These indicators sit at least 1.6mm above the bottom of the grooves.

If you are unsure of how to correctly read your tread depth, visit your nearest Bridgestone stockist.



Tread Wear Indicators.

## UNDERSTANDING TYRE SIZE



### WIDTH

195 indicates the section width of a tyre in millimetres.



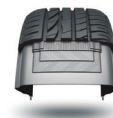
### ASPECT RATIO

65 is a tyre's aspect ratio which is its height from the base of the tread to the rim. This number represents a percentage of the tread width. For example, the height of this tyre is 65% of its width. Low profile tyres have smaller aspect ratio percentages.



### TYRE CONSTRUCTION

R means that the tyre has radial ply construction, meaning the way in which it has been constructed. Most passenger tyres are constructed this way so you will rarely find a car tyre without an R.



### RIM

15 indicates the diameter of the wheel rim. So if you are buying wheels for existing tyres, this is the size in inches you will require.



### LOAD & SPEED

91 V is a symbol that indicates the maximum load capacity and speed at which a tyre can be safely operated, subject to the tyre being in sound condition, correctly fitted and with the recommended inflation pressure.

Code	E	F	G	J	K	L	M	N	P	Q	R	S	T	U	H	V	W	Y	Z
Rating (km/h)	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	240	270	300	240+
Load Index		81	82	85	86	87	90	92	95	96									
Max Load/tyre (kg)		462	475	515	530	545	600	630	690	710									

***BRIDGESTONE***

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