

**BRIDGESTONE**

Your Journey, Our Passion

ENGINEERED  
FOR  
PERFORMANCE

**POTENZA**



PERFORMANCE

**POTENZA**

UTILISING THE BEST  
ELEMENTS OF LEADING  
EDGE RACING TECHNOLOGY  
AND PROVEN ON ROAD  
CAPABILITIES, POTENZA  
STANDS ALONE AS THE  
ULTIMATE IN PERFORMANCE  
TYRES.

DELIVERING BREATHTAKING  
CONTROL AND  
RESPONSIVENESS IN THE WET  
AND DRY, THESE TYRES ARE  
PERFECT FOR PASSIONATE  
DRIVERS.

## CONTENTS

ADRENALIN RE002	6
ADRENALIN RE001	10
<b>NEW</b> S001	12
RE050A	18
RE050	22
RE070	24
RE040	26
RUN FLAT TYRE	28
USEFUL INFORMATION	29
UNDERSTANDING TYRE SIZE	30

## ADRENALIN - RE002

Satisfy the sports driver in you with the next-generation Adrenalin. With outstanding performance, unbelievable cornering and improved traction in the wet and the dry, the RE002 gives you that exceptional feeling of being in harmony with the road.

Tyre features	Driver benefits
Wide offset rib	Provides better handling response and turning performance
Combination block	Boosts rigidity, suppresses deformation and provides stiffer, more direct handling and stronger grip
Silica based compound	Improves wet handling and rolling resistance
Central deflector	Improves drainage and anti-hydroplaning performance
Pulse groove	Motorsport inspired design offers better drainage and anti-hydroplaning performance



Size	Load	Speed	OD (mm)	Type
<b>15"</b>				
195/60R15	88	H	615	TL
195/55R15	85	W	595	TL
205/55R15	88	W	607	TL
195/50R15	82	W	577	TL
205/50R15	86	W	587	TL
<b>16"</b>				
215/60R16	95	H	664	TL
205/55R16	91	W	632	TL
215/55R16	93	W	642	TL
225/55R16	95	W	654	TL
205/50R16	87	W	612	TL
225/50R16	92	W	632	TL
205/45R16	87 XL	W	590	TL
<b>17"</b>				
215/55R17	94	W	668	TL
225/55R17	97	W	680	TL
205/50R17	93 XL	W	638	TL
215/50R17	91	W	648	TL
225/50R17	94	W	658	TL
205/45R17	88 XL	W	616	TL
215/45R17	91 XL	W	626	TL
225/45R17	94 XL	W	634	TL
235/45R17	97 XL	W	644	TL
245/45R17	95	W	626	TL
205/40R17	84 XL	W	596	TL
215/40R17	87 XL	W	604	TL
245/40R17	91	W	628	TL

Continued next page

**ADRENALIN - RE002 CONT'D**

Size	Load	Speed	OD (mm)	Type
<b>18"</b>				
225/45R18	95 XL	W	659	TL
245/45R18	100 XL	W	677	TL
225/40R18	92 XL	W	637	TL
235/40R18	95 XL	W	645	TL
245/40R18	97 XL	W	653	TL
265/35R18	97 XL	W	643	TL
<b>19"</b>				
245/40R19*	98 XL	W	679	TL
235/35R19	91 XL	W	647	TL
245/35R19*	93 XL	W	655	TL
<b>20"</b>				
225/35R20*	90 XL	W	666	TL
245/35R20	95 XL	W	680	TL
275/30R20*	97 XL	W	674	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 2nd quarter 2012.



## ADRENALIN - RE001

Developed with an ex-Formula One driver during a rigorous year of design and testing, Adrenalin is the new generation performance tyre that offers superior grip and response.

The advanced technology within Adrenalin, coupled with its unique asymmetric tread design, work together to deliver the driving experience that enthusiasts demand.

Tyre features	Driver benefits
Asymmetric tread design	Solid connection between road, tyre and steering wheel contact for superior stability
Inside offset twin rib	Sharp, smooth response and stability, excellent traction and braking
Semi slick shoulder design	Reduces susceptibility to irregular wear, maintains a quiet ride and provides maximum cornering grip
3D surface block technology	Precise response to steering
Multi-curved slant groove	Better performance in the wet



Size	Load	Speed	OD (mm)	Type
<b>19"</b>				
245/40R19 <sup>^</sup>	98 XL	W	679	TL
275/35R19	96	W	675	TL
275/30R19	96 XL	W	649	TL
<b>20"</b>				
245/35R20 <sup>^</sup>	95 XL	W	680	TL
275/30R20 <sup>^</sup>	97 XL	W	674	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.<sup>^</sup>Size will be replaced by RE002 2nd quarter 2012.



# S001

For the ultimate drive it has to be Potenza S001, the ultimate performance tyre. With new optimum block rigidity offering better traction and improved braking performance, it combines high-speed capabilities with a quiet, comfortable, safer ride.

The S001 RFT provides additional peace of mind with next generation Run Flat Tyre technology – enabling continued safe mobility with the added benefit of being repairable.

Tyre features	Driver benefits
Semi-slick centre rib	Improved handling
Slanted lug	Enhanced traction and braking performance
3 main grooves	Water evacuation and improved wet performance; anti-hydroplaning
Wide outside shoulder	Increased tyre rigidity and improved dry performance and handling
3 new heat controlling technologies*	Improved ride comfort and reduced heat generation

\*S001 RFT only.



Size	Load	Speed	OD (mm)	Type
<b>16"</b>				
195/55R16*	87	V	620	RFT *
205/55R16*	91	V	632	RFT *
225/50R16	92	W	632	RFT *
<b>17"</b>				
205/50R17	89	W	638	RFT *
205/50R17	93 XL	Y	638	TL
225/50R17*	94	W	658	RFT *
225/50R17	98 XL	Y	658	TL
205/45R17	88	Y	616	TL
215/45R17	91 XL	Y	626	TL
225/45R17	91	W	634	RFT *
225/45R17	94 XL	Y	634	TL
235/45R17	97 XL	Y	644	TL
245/45R17	95	W	652	RFT *
255/45R17*	98	W	662	RFT *
245/40R17	91	W	628	RFT *
255/40R17	94	W	636	RFT *
<b>18"</b>				
215/45R18	93	Y	651	TL
225/45R18*	91	Y	659	RFT *
225/45R18	95 XL	Y	659	TL
245/45R18	96	W	677	RFT *
245/45R18	100 XL	Y	677	TL
225/40R18	88	Y	637	RFT *
225/40R18	92 XL	Y	637	TL
235/40R18	95 XL	Y	645	TL
245/40R18	93	W	653	RFT *

Continued next page

**S001 CONT'D**



Size	Load	Speed	OD (mm)	Type
<b>18"</b>				
245/40R18	97 XL	Y	653	TL
255/40R18*	95	Y	661	RFT *
255/40R18	99 XL	Y	661	TL
265/40R18	101 XL	Y	669	TL
225/35R18	87 XL	W	615	TL
245/35R18	88	Y	629	RFT *
245/35R18	92 XL	Y	629	TL
255/35R18	90	W	635	RFT *
255/35R18	94 XL	Y	635	TL
265/35R18	97 XL	Y	643	TL
285/35R18	97 XL	Y	657	TL
<b>19"</b>				
225/40R19	89	Y	663	RFT *
245/40R19	94	W	679	RFT *
245/40R19	98 XL	Y	679	TL
255/40R19	100 XL	Y	687	TL
225/35R19*	88 XL	Y	641	RFT *
255/35R19	92	Y	661	RFT *
275/35R19	96	W	675	RFT *
275/35R19	100 XL	Y	675	TL
255/30R19	91	Y	637	RFT *

Continued next page

**S001 CONT'D**



Size	Load	Speed	OD (mm)	Type
<b>20"</b>				
245/40R20	95	Y	704	TL
245/35R20	95 XL	Y	680	TL
255/35R20	97 XL	Y	686	TL
265/35R20	95	Y	694	TL
275/30R20	97 XL	Y	674	TL
305/30R20	99	Y	692	TL

OD represents Overall Diameter of the tyre. XL indicates Extra Load. Type represents either a Tubeless (TL) Run Flat Tyre. RFT \* Indicates next generation repairable Run Flat Tyre. Refer to the back of this book for more information on Run Flat Tyres and load & speed ratings. \*Available 2nd quarter 2012.

**RE050A**

This is the ultimate high performance tyre, utilising technology developed through Bridgestone's heavy involvement with Formula One. Chosen by prestigious sports car manufacturers, the RE050A is the perfect complement to a premium sports car. With an asymmetrical tread providing better resistance to irregular wear, this tyre offers an excellent degree of control, stability and steering response.

Tyre features	Driver benefits
Asymmetric tread design	Solid connection between road, tyre and steering wheel contact for superior stability
Comprehensive Tyre Design Method	Optimisation of performance through tyre design
Jointless cap ply	Improved uniformity and high speed stability
Reinforced polyester body plies	Increased stability and steering response
Wide circumferential groove tread design	Excellent traction in the wet and increased resistance to hydroplaning
3D surface block technology	Reduced road noise for a more comfortable ride



Size	Load	Speed	OD (mm)	Type
<b>16"</b>				
195/55R16	87	V	620	TL
195/45R16	84 XL	V	582	TL
<b>17"</b>				
225/55R17	97	Y	620	TL
205/50R17	89	W	638	RFT / TL
215/50R17	91	W	648	TL
195/45R17	81	W	608	TL
205/45R17	84	W	616	RFT / TL
205/45R17	88 XL	V	616	TL
225/45R17	91	Y	634	RFT / TL
225/45R17	91	V	634	RFT / TL
225/45R17	91	W	634	TL
235/45R17	97 XL	W	644	TL
245/45R17	99 XL	Y	652	TL
215/40R17	87 XL	W	604	TL
255/40R17	94	W	636	RFT / TL
<b>18"</b>				
225/45R18	95 XL	Y	659	TL
235/45R18	98 XL	Y	669	TL
245/45R18	96	W	677	RFT / TL
245/45R18	100 XL	V	677	TL
205/40R18	82	W	621	RFT / TL
215/40R18	85	Y	629	RFT / TL
215/40R18	89 XL	W	629	TL
225/40R18	88	Y	637	TL
225/40R18	92 XL	Y	637	TL
235/40R18	95 XL	Y	645	TL

Continued next page

**RE050A CONT'D**


Size	Load	Speed	OD (mm)	Type
<b>18"</b>				
245/40R18	93	Y	653	RFT / TL
245/40R18 	97 XL	Y	653	TL
245/35R18	88	Y	629	RFT / TL
255/35R18	90	Y	635	RFT / TL
265/35R18 	97 XL	Y	643	TL
275/35R18	95	Y	649	RFT / TL
295/35R18	99	Y	663	N1 / TL
<b>19"</b>				
225/40R19	93 XL	Y	663	TL
235/40R19	96 XL	Y	669	TL
245/40R19	94	W	679	RFT / TL
245/40R19	98 XL	Y	679	TL
225/35R19	88 XL	Y	641	RFT / TL
235/35R19	87	Y	647	TL
255/35R19	96 XL	Y	661	TL
265/35R19	94	Y	669	TL
275/35R19	96	W	675	RFT / TL
275/35R19	96	Y	675	TL
255/30R19	91	Y	637	RFT / TL
295/30R19	100 XL	Y	661	TL
305/30R19	102 XL	Y	667	TL
<b>20"</b>				
245/35R20	95 XL	Y	680	TL
275/30R20	97 XL	Y	674	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.

# RE050

This is the ultimate high performance tyre, utilising technology developed through Bridgestone's heavy involvement with Formula One. Chosen by prestigious sports car manufacturers, the RE050 is the perfect complement to a premium sports car. With a directional tread, this tyre provides an excellent degree of control, stability and steering response.

Tyre features	Driver benefits
Jointless cap ply	Improved uniformity and high speed stability
Reinforced polyester body plies	Increased stability and steering response
Wide circumferential groove tread design	Excellent traction in the wet and increased resistance to hydroplaning
Silica tread compound	Improved fuel efficiency and wet traction
3D surface block technology	Reduced road noise for a more comfortable ride



Size	Load	Speed	OD (mm)	Type
<b>16"</b>				
225/50R16	92	W	632	RFT / TL
<b>17"</b>				
225/50R17	94	Y	658	RFT / TL
225/45R17	90	W	634	TL
245/45R17	95	Y	652	RFT / TL
245/45R17	95	W	652	TL
255/40R17	94	W	636	TL
<b>19"</b>				
265/35R19	98 XL	Y	669	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.

## RE070

Developed as a high performance tyre, delivering an excellent level of grip in both wet and dry conditions. The RE070 offers superior cornering performance and traction, while providing excellent resistance to hydroplaning.

Tyre features	Driver benefits
Asymmetric tread pattern	Increased road contact for superior stability
Jointless cap ply	Improved uniformity and high speed stability
Reinforced polyester body plies	Increased stability and steering response
Wide circumferential groove tread design	Excellent traction in the wet and increased resistance to hydroplaning
Silica tread compound	Improved fuel efficiency and wet traction
Semi slick pattern	Ultimate dry grip



Size	Load	Speed	OD (mm)	Type
<b>17"</b>				
225/45R17	90	W	634	TL
<b>20"</b>				
255/40R20	97	Y	712	RFT / TL
285/35R20	100	Y	708	RFT / 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.



# RE040

Developed as original equipment for specific models of cars the RE040 is a high performance tyre providing a quiet smooth ride and excellent grip levels.

Tyre features	Driver benefits
Directional tread pattern	Improved wet grip
Jointless cap ply	Improved uniformity and high speed stability
Reinforced polyester body plies	Increased stability and steering response
Wide circumferential groove tread design	Excellent traction in the wet and increased resistance to hydroplaning



Size	Load	Speed	OD (mm)	Type
17"				
205/50R17	89	V	638	TL
225/50R17	94	W	658	TL
235/50R17	96	W	668	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.



## RFT for today

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).

An RFT enables safe driving from the point at which a puncture occurs until the driver can bring the car to a safe location, thus also eliminating the need for a spare tyre. When compared to a conventional tyre, it has a significantly reinforced sidewall made from heat resistant rubber that can safely carry the weight of the car for a short period even after a total loss of air pressure.



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

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

## Next generation RFT

Even with these important advances defining today's current generation RFT, Bridgestone strives for continuous improvement.

The next generation RFT has built upon them with three new heat-controlling technologies. All new rubber compounds, cooling fins and a new shape and construction allow thinner sidewall design. This results in outstanding ride comfort with reduced heat generation, weight and rolling resistance.

Most importantly, next generation RFT is also repairable, making it the choice for these environmentally aware times.

Next generation RFT technology currently only available on Potenza S001.

Run Flat Tyres can only be fitted to vehicles with a tyre pressure monitoring system (TPMS) so the driver can determine if there is a puncture.

## 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.

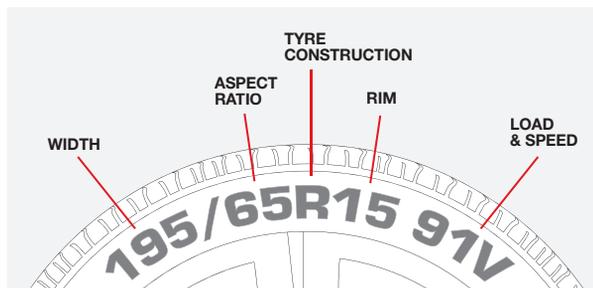
The Tread Wear Indicators are moulded into all major grooves of tyres in at least four positions around the tyre. These indicators sit at least 1.6mm above the bottom of the grooves.

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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