

facts challenge commitment

Looking after your tyres is easy. With regular care, they can mean the difference between life and death on our roads.

Facts

1 in 6 motorists drive on tyres that are worn beyond the legal limit. 8 in 10 motorists drive on under-inflated tyres and 1 in 11 on both severely worn and severely under-inflated tyres. These are just a few of the findings of over 52 400 free tyre safety checks conducted by Bridgestone in 15 European countries last year.

Challenge

Every year, more than 40 000 people are killed on European roads. In line with the European Road Safety Charter, Bridgestone is committed to reducing this figure by 25 000 by raising awareness of the importance of tyre safety.

Commitment

Bridgestone is dedicated to offering a high level of safety on the roads. As well as producing tyres that offer superior grip and braking response across a variety of conditions, Bridgestone has also renewed its commitment to carrying out even more free tyre safety checks this year, throughout Europe.



A MARK OF RESPECT FOR THE ENVIRONMENT

Now you can enjoy superior tyre performance and superior levels of safety without compromising on the environment. Bridgestone tyres bearing the Ecopia mark offer low rolling resistance for excellent fuel economy and less CO₂ emissions.



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TURANZA ER300 ECOPIA

- Advanced tread pattern, optimised for smooth, quiet and efficient performance
- Winding groove design for rapid water evacuation and superior traction in wet conditions
- Silica-reinforced construction for superior handling and fuel economy



Tyre Safety Matters

What difference does tyre care make?



What's stopping you?

Tyre Safety in 3 Easy Steps

Four small strips of rubber, each the size of a postcard, are all that stand between you and potentially life-threatening situations on the road. So take care of your tyres. Keep them correctly inflated and replace them when worn or damaged.

Worn or underinflated tyres:

- increase your stopping distance
- adversely affect handling
- increase the risk of skidding or aquaplaning
- significantly reduce the lifespan of your tyres
- increase rolling resistance
- consume more fuel
- produce more CO₂ emissions

Be on the safe side. If you're not sure if your tyres are safe, always ask a specialist.

1 Check your tread depth

More tread means more grip. While the legal minimum tread depth in the EU is 1.6mm (about the width of a match), Bridgestone recommends replacing your tyres well before then. Anything under 3mm - or 4mm for winter tyres - can seriously compromise performance and safety.

Check tread depth:

- with a dedicated tread gauge
- on all four tyres
- in each main groove
- in at least 2 points along the groove
- using the built-in tread wear indicator on your tyres
- using the separate 4mm indicator on winter tyres



The legal limit of 1.6mm is reached when the tyre is worn to the level of the tread wear indicators in the main grooves.



2 Check your tyre pressure

Maintaining correct inflation pressure is as essential to driving as putting fuel in your car. As tyres naturally lose pressure over time, you need to refill them regularly. You can find the correct tyre pressure for your vehicle in your operating manual and in most cases either under your fuel cap, on the inside of your door or in your glove compartment. Note that correct pressure values are often different for front and rear tyres and are higher for fully loaded vehicles.



Check your tyre pressure:

- when your tyres are cold
- at least once a month
- before long journeys
- when carrying heavy loads

3 Check for damage or irregular wear

Your tyres are built to withstand tough treatment. But they are not indestructible. Poor wheel alignment, prolonged under or over-inflation and harsh road conditions can all cause damage that will compromise the reliability of your tyres. In any case, Bridgestone recommends replacing tyres older than 10 years.



Check regularly for:

- uneven wear (on both sides of the tyre)
- cuts, tears, cracks or bulges on the side wall
- impact damage, especially after driving on rough surfaces
- stones or other sharp objects lodged in the tyre
- damage to wheel rims (which can in turn damage your tyres)
- aging tyres

Know your tyre

Your tyres actually carry a lot of information around with them. The following tips will help you decipher the most important details.



A Tyre Size

Code denoting your tyre's width (235mm), height (55% of the nominal width) and rim diameter (17 inches).

C Speed Symbol

Letter corresponding to your tyre's maximum speed (W = 270km/h). This should generally be higher than your vehicle's maximum speed. However, there are exceptions for winter tyres and exemptions in some countries.

B Load Index

Code indicating the maximum weight your tyres can carry at the speed designated by the speed symbol (99 = 775kg).

D Production Date

The week and year your tyre was made (in this case, week 5 of 2001). Bridgestone recommends replacing tyres older than 10 years. If in doubt, check with a tyre specialist.