

Comfort Above All – Bridgestone Launches Turanza T005A

Designed for a Quieter, Safer & Smoother Journey



NEW TURANZA T005A

Comfort above all.

For a quieter, safer and smoother journey.

(3rd April 2018, Bangkok) – Bridgestone has announced the launch of its innovative “TURANZA T005A” tire that has been developed with Bridgestone’s advanced technology to provide a smooth journey with superior quietness, first-class comfort and assured safety.

The Bridgestone TURANZA T005A offers an exceptionally comfortable driving experience for both short- and long-distance journeys and have the following advantages:

QUIETER:

The tire features variable pitch that reduces pattern noise and high-angle sipes that are fine-tuned to soften tire impact on the road leading to less road noise.

SMOOTHER:

The improved tire contact shape and reinforced sidewall ensure consistent contact pressure on the road to reduce vibrations and enhance driving experience..

SAFER:

With Bridgestone’s exclusive Nano Pro-Tech™ compound technology, the bond between silica and polymer is strengthened to increase the contact area, leading to better wet performance. Chamfering on the tire helps reduce deformation and ensures even contact with the road for improved braking performance.



“Bridgestone is committed to continuous investment in our technology to produce innovations that enable safer, smoother and more seamless mobility, to support how individuals and communities move, live, work, and play. We are excited to bring our latest TURANZA tire to Thailand and believe that it will fulfill premium car owners’ high expectations on the complete control of their vehicle in every situation, quality and comfort of their driving, and safety in every journey,” said Mr. Yasuhiro Morita, Managing Director of Bridgestone Sales (Thailand) Company Limited

Bridgestone TURANZA T005A has already been selected as original fitment by premium car brands and it will be launched in selected markets across the Asia-Pacific Region in the second half of 2018.

Bridgestone TURANZA T005A tires are available in a total of 33 different sizes, fitting rims from 15 to 19 inches. The prices range from 3,150 to 9,090 Baht (depending on the tire size). It will be available in the market in early April 2018 at Cockpit, Autoboy, and a.c.t. service centers as well as Bridgestone tire distributors throughout the country. For more information, please contact our Customers Relations Department at 02-636-1555.

Advanced Tread Pattern Design

QUIETER

Variable Pitch ■
Randomised pitch variation is applied to each tread block (the inside shoulder, centre and outside shoulder) to reduce pattern noise.

High-Angle Sipes ■
The angle of the sipes to the contact line has been fine-tuned to soften tyre impact on the road, leading to a less pronounced pattern noise.

SAFER

New Compound ■
Nano Pro-Tech™ and a compound agent are used to strengthen the bond between silica and polymer, increasing their contact area. This reduces heat generation and energy loss, leading to better wet performance.

SMOOTHER

Optimised Contact Shape ■
Improved design ensures the tyre applies consistent contact pressure on the road, reducing shock and impact noise for better comfort.

Reinforced Sidewall ■
A stiffer sidewall (except for tyres with a low aspect ratio) reduces damping and improves comfort.

Chamfering ■
Rounded sipe edges prevent tyre deformation and ensure a flat contact with the road, improving braking performance.

Test Conditions:
Vehicle: Toyota Camry 2.0i 2016
Location: Thai Ringroad/Ring Road
Speed: 80km/h - 100km/h
Water depth: 20mm

Graph Data:

Condition	Without Nano Pro-Tech™ silica compounds (GR-100)	With Nano Pro-Tech™ silica compounds (T005A)
Wet braking	~85%	~95% (10% shorter)

About Thai Bridgestone

In Thailand, Bridgestone has managed to achieve sustainable growth and success through great confidence from end-users, dealers, and automotive manufacturers since its production 49 years ago. Through our history, the company has shown great determination to research, invent, and create excellent products that are suitable for domestic use. Additionally, together with well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control, these enable Bridgestone to journey on the same path with the corporate mission -- "Serving Society with Superior Quality"

For further information, please contact:

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