

## **Bridgestone Launches Potenza S007A – The Anatomy of Performance** *The New Flagship High-Performance Tyre*

(6 September 2018, Singapore) – Bridgestone Tyre Sales Singapore Pte Ltd, a group company of Bridgestone Corporation, the world's leading rubber and tyre company, today announced the launch of Potenza S007A, the new flagship tyre of Bridgestone's range of high-performance street tyres.



Potenza S007A offers an exceptional high-performance driving experience for today's driving enthusiast – drivers of sports cars, coupe, and sedans drivers. The new flagship tyre succeeds Bridgestone's popular S001 tyre and incorporates the following key features;

- **Kevlar Flipper + Hybrid Spiral** – A high stiffness material is inserted into the tyre to reinforce the tyre's interior and prevent excessive movements. This increases tyre sensitivity and grip, especially at high speeds.

- **Optimised Structure** – The combination of a Multi-Round Block and Optimised Crown Shape ensures higher contact pressure for better grip during braking on wet roads, as well as uniform contact pressure to prolong tyre life.
- **3D-M Shaped Sipes** – Each sipe is shaped into a 3-dimensional letter “M”, which reinforces block stiffness and prevents unnecessary block movements when the tyre is in motion. This prolongs tyre life and provides additional control on the road.



The launch of Bridgestone’s Potenza S007A comes at an opportune time, as Singapore middle and upper classes continue to increase, spurring strong growth in luxury and performance vehicle sales. In this context, the demand of tyres for vehicles in those categories will continue to increase.

“The targeted vehicles group segment of Potenza S007A has experienced strong growth in Singapore car population over the years,” said Mr. Matsukawa Yang, Managing Director of Bridgestone Tyre Sales Singapore Pte Ltd. “The potential of this market is very optimistic, and we’re confident that the latest Potenza S007A tyre will fulfil premium sports cars and European cars owners’ high expectations on the ride performance of their vehicle.”

Bridgestone Potenza S007A will be made available at all authorised Bridgestone Singapore dealers stores by mid-September 2018.

### **Sizes Available in Singapore**

Potenza S007A is available in 45 different sizes ranging between 16~20 inch and fits 30 to 55 tyre profile series.

<b>Rim</b>	<b>Profile Ratio</b>	<b>Section Width</b>	<b>Tyre Size Description</b>	<b>Load Index &amp; Speed Rating</b>	
20	30	285	285/30 R20 XL	99Y	
	35	235	235/35 R20 XL	92Y	
		245	245/35 R20 XL	95Y	
		255	255/35 R20 XL	97Y	
		285	285/35 R20	100Y	
		295	295/35 R20 XL	105Y	
	40	245	245/40 R20	99Y	
	45	255	255/45 R20	101Y	
19	30	265	265/30 R19 XL	93Y	
		275	275/30 R19 XL	96Y	
		285	285/30 R19 XL	98Y	
	35	225	225/35 R19 XL	88Y	
		235	235/35 R19 XL	91Y	
		245	245/35 R19 XL	93Y	
		255	255/35 R19 XL	96Y	
		275	275/35 R19 XL	100Y	
		285	285/35 R19	99Y	
	40	235	235/40 R19 XL	96Y	
		245	245/40 R19 XL	98Y	
		255	255/40 R19 XL	100Y	
		275	275/40 R19 XL	105Y	
		285	285/40 R19	103Y	
	45	225	225/45 R19 XL	96Y	
		245	245/45 R19 XL	102Y	
		255	255/45 R19 XL	104Y	
	18	35	255	255/35 R18 XL	94Y
			265	265/35 R18 XL	97Y
		40	225	225/40 R18 XL	92Y
235			235/40 R18 XL	95Y	
245			245/40 R18 XL	97Y	
45		225	225/45 R18 XL	95Y	
		235	235/45 R18 XL	98Y	
		245	245/45 R18 XL	100Y	
50		225	225/50 R18	95Y	
		235	235/50 R18 XL	101Y	
	245	245/50 R18 XL	104Y		

Rim	Profile Ratio	Section Width	Tyre Size Description	Load Index & Speed Rating
17	45	215	215/45 R17 XL	91Y
		225	225/45 R17 XL	94Y
		235	235/45 R17 XL	97Y
		245	245/45 R17 XL	99Y
	50	205	205/50 R17 XL	93Y
		225	225/50 R17 XL	98Y
	55	215	215/55 R17	94Y
		225	225/55 R17 XL	101Y
16	55	205	205/55 R16 XL	94Y

For more information about Potenza S007A, please visit Bridgestone Singapore website at <https://www.bridgestone.com.sg/en> or contact any [authorised dealers](#).

**About Bridgestone:**

*Bridgestone Tyre Sales Singapore Pte. Ltd. was officially registered for business in 2001. It is 100% owned by Bridgestone Asia Pacific Pte. Ltd. and handles distribution of Bridgestone brands for trucks, buses, light trucks, vans, passenger cars, forklifts, farm services, motorcycles and racing karts.*

- End -

For more information, please contact:

**Bridgestone Tyre Sales Singapore Pte Ltd**  
Marketing & Public Relations Department

Mr. Andrew Goh  
Email: [andrew.goh@bridgestone.com](mailto:andrew.goh@bridgestone.com)  
Tel: +65 6777 4181 (Ext. 640)

Ms. Chew Zi Tong  
Email: [zitong.chew@bridgestone.com](mailto:zitong.chew@bridgestone.com)  
Tel: +65 6777 4181 (Ext. 641)