

Bridgestone Sales (Thailand)

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ECOPIA H/L 001: FOR SUV DRIVERS WHO WANT IT ALL



<9 August 2019, Thailand> - Bridgestone is proud to introduce its new ECOPIA H/L 001 tyres, specifically designed for SUV drivers who desire a balance between safety, long wear life and fuel efficiency. This new generation eco-tyre reflects the craftsmanship of Bridgestone, the expert with over 20 years' experience in developing high performing eco-tyres customized to demanding drivers who "want it all".

Developed using Bridgestone's advanced technologies and compounds, ECOPIA H/L 001 builds on the success of EP850 to provide confidence-inspiring wet handling and braking performance, an optimized contact patch that results in long lasting tread life, and rolling resistance to enhance fuel efficiency and cost savings. The tyres also provide SUVs with a smooth and comfortable ride experience.

“ECOPIA H/L 001 is positioned for SUV drivers who prioritize the safety of themselves and other passengers and want to achieve fuel savings and a smaller carbon footprint,” commented said Hideyuki Takeda, Managing Director of Thai Bridgestone Co., Ltd. “Through our market feedback, SUV drivers’ key attributes when evaluating tyres are grip, wet performance, wear life and comfort. With ECOPIA H/L 001, our aim is to give them a tyre that exceeds their expectations in all these fields with the added bonus of fuel savings.”

Safer Wet Grip

ECOPIA H/L 001 is designed with improved chamfered design that provides enhanced wet grip due to a flat contact point that grips wet road surfaces with higher frictional force.

In addition, the new tread pattern contributes to anti-hydroplaning performance with better handling.



Safer Wet Grip

Improved chamfered design help maintain a flat contact point on wet roads.

Long Lasting

Deeper lug depth on the tyre shoulder is designed to strengthen stiffness in the tyre and increase wear resistance. ECOPIA H/L 001 features a new tread designed to prevent tyre deformation and provide long wear life.



Long Lasting



Optimised contact patch with the road’s surface results in an even treadwear.

Fuel Efficiency

ECOPIA H/L 001 features enhanced NanoPro-Tech™ that offers low rolling resistance contributing to daily fuel savings and less CO² emissions, reducing the vehicle’s environmental footprint.



Fuel Efficiency



Advance Compound

A Bridgestone innovation that helps to reduce energy loss, increase cost savings and more road distance travelled.

For more information on ECOPIA H/L 001, please visit < <https://www.bridgestone.co.th/th/tire/ecopia-hl001>>

Global CSR Commitment

Our Way to Serve

In line with Bridgestone's refined global CSR commitment "Our Way to Serve", ECOPIA H/L 100 supports the Environment by reducing the emission of greenhouse gases. In addition, ECOPIA H/L 100 enhances the concept of Mobility by providing a more sustainable way to support the way people move, live, work and play.

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 25 over countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.

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 50 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".

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