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Bridgestone launches “POTENZA S007A” high speed performance tire

Bridgestone, the world’s leading tire manufacturer, has launched its latest “POTENZA S007A” high performance tire for sports cars designed and developed in every detail with a combination of Kevlar Flipper & Hybrid Spiral technology and 3D-M shaped sipes that leads to supreme control and grip in all road conditions, exceptional driving experience, and better wear life. Bridgestone is confident that its POTENZA S007A tire will perfectly meet the expectations of sports car drivers.



Bridgestone has organized an event to launch and test Bridgestone “POTENZA S007A” products for Asia-Pacific at Bridgestone European Proving Ground in Rome, Italy.

The tests were divided into three stations to test the capabilities of POTENZA S007A tire as follows:



1. Dry Handling: Superiority of the tire could be felt right at the moment the car was started and when low and high speeds were applied. The POTENZA S007A had high grip performance. The steering wheel could respond quickly and precisely when the car cornered and even when an exceptional high speed was used. Bridgestone revealed a combination of rubber structure design technology, using “Hybrid Spiral” to integrate high strength material into the tread and reinforce the sidewalls with “KEVLAR FLIPPER” plus Bridgestone’s exclusive compound to achieve maximum dry handling performance.



2. Wet Handling: The POTENZA S007A was capable of displaying its exceptional braking and grip performance in the wet. Supreme control and response could be achieved either in slaloms, cornering or high-speed driving on wet roads. Attention was given to every detail of tread design. The 3D-M shaped sipes and multi round block technologies were utilized to reduce the deformation of block patterns, both when traveling in a straight line and cornering. Optimized crown shape helps distribute the pressure, enabling the POTENZA S007A to display excellent wet handling performance.



3. High-speed Handling: This station clearly showed that the POTENZA S007A predominated general sports car tires. Formula 1 legend Mr. Stefano Modena led the POTENZA S007A tests and showed his exceptional driving skill through the POTENZA S007A with a speed of more than 270 km/hr. on the testing ground. Although with a very high speed, the first impression he could feel was “safety” from the vehicle balance and precise control of direction of movement. The vehicle had high stability and grip performance when cornering. Bridgestone believes that the POTENZA S007A is the best sports car tire that is able to fulfill all expectations of sports car drivers.

Bridgestone's POTENZA series have proved successful all over the globe in terms of fulfillment of drivers who appreciate high performance cars. As a pioneer in tire industry, we have never stopped challenging ourselves to create innovative tire products that will offer the best driving experience to consumers. We are confident that drivers will feel the outstanding performance of sports car driving both on dry and wet road conditions and that Bridgestone POTENZA S007A will give them exceptional driving experience.



Bridgestone "POTENZA S007A" products will be available for sale in late third quarter of this year. For more information, please contact Customer Relations Department at 02-636-1555 or visit www.bridgestone.co.th.

About Bridgestone

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

In Thailand, Bridgestone has been very successful as the market leader in tire industry throughout the period of 49 years since it was founded in 1969. Through our history, the company has shown a great determination to research, invent, and create excellent products that are suitable for domestic use. To achieve the highest standard, Bridgestone has combined well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control. Additionally, strives to protect and preserve environment and to conduct activities for social benefits. These reflect our longstanding corporate philosophy of "Serving Society with Superior Quality."

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