

# Increased fuel savings. Reduced environmental impact.

Discover the all-new ECOPIA H-STEER 001 and ECOPIA H-DRIVE 001.  
Our most ecological and economical truck tyres yet.

**NEW**

**ECOPIA**  
H-STEER 001

**ECOPIA**  
H-DRIVE 001



**ECOPIA**

**Bridgestone Europe**

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[www.bridgestone.eu](http://www.bridgestone.eu)

# ECOPIA H-STEER 001

# ECOPIA H-DRIVE 001

Introducing the latest additions to Bridgestone's flagship range of premium, ecological tyres: the Ecopia H-Steer 001 and ECOPIA H-Drive 001 for highway transportation. Incorporating the most advanced tread design and compound technologies, the new Ecopia series represents a genuine breakthrough in eco performance. Offering drastically reduced rolling resistance and outstanding wet-weather grip, the tyres help save fuel and carbon emissions without compromising on safety or tyre life. Make a different kind of impression with Ecopia.

## LOW ROLLING RESISTANCE



Independent road tests\* demonstrate a drastic reduction in the rolling resistance of ECOPIA H-STEER 001 and ECOPIA H-DRIVE 001 versus the current Ecopia series.

\*Based on TÜV SÜD test results.

## EXCELLENT FUEL ECONOMY

Fuel is one of the largest operating expenses for fleets. Improvements in rolling resistance lead to a

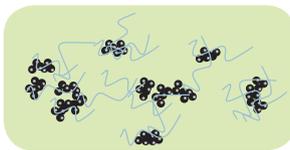
# 4.4% reduction in fuel consumption

over the current Bridgestone Ecopia series.

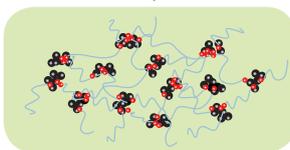
## ADVANCED TECHNOLOGIES



**ECOPIA H-STEER 001 and ECOPIA H-DRIVE 001** include Bridgestone's exclusive NanoPro-Tech™ compound, which reduces energy loss in the top compound as the tyre rotates. Reduced energy loss means reduced rolling resistance; without compromising on tyre performance.



**Standard compound:** unnecessary friction requires excess energy input



**NanoPro-Tech™ compound:** reduced friction allows the same deformation with less energy input

Bridgestone's NanoPro-Tech™ compound guarantees lower fuel consumption as well as durability and abrasion resistance similar to other premium Bridgestone tyres.

### DRIVE



The Low Energy Pattern allows for better control of block movement. This drastically reduces energy loss without interfering with traction or mileage performance.

**New energy-saving casing:** Optimisation of the belt package lay-out decreases internal strain during deformation, **reducing rolling resistance by 3%\***.

### STEER

**New sidewall compound:** ECOPIA H-STEER 001 features a new sidewall compound which reduces energy loss during tyre rotation. **This results in a 2% reduction in rolling resistance\***.



The wrapped steel cords on the first and second belt layers improve casing durability and allow for heavier loads and increased retreadability.



The Turn-in-Ply improves bead durability by moving the ply end out of the sidewall's high stress area. The results are higher loads and increased retreadability.

\*vs. current Ecopia series

## NEW NAMING SYSTEM

The Bridgestone ECOPIA H-STEER 001 and ECOPIA H-DRIVE 001 represent Bridgestone's new user-friendly naming system. Designed to make tyre names more transparent and self-explanatory, the new naming logic reflects the two most important aspects of correct tyre use: the surface type (H for highway) and axle (Steer or Drive).

## AVAILABLE TYRE SIZES

	Size	Load index	Speed Symbol	Section Width (mm)	Diameter (mm) Overall	Static Loaded Radius (mm)	Rolling Circ. (mm) @ 90km/h (Tol, ±2%)	Rim (Inch) Measuring	Rim (inch) Optional
<b>ECOPIA H-STEER 001</b>	315/70 R 22.5	156/150	L	312	1014	468	3093	9.00	9.75
		154/150	M						
<b>ECOPIA H-DRIVE 001</b>	315/70 R 22.5	154/150	L	312	1014	468	3093	9.00	9.75
		152/148	M						