

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

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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

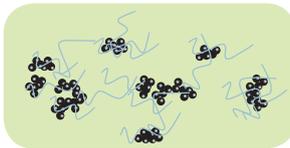
4.4% reduction in fuel consumption

over the current Bridgestone Ecopia series.

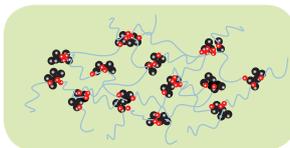
ADVANCED TECHNOLOGIES



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
ECOPIA H-STEER 001	315/70 R 22.5	156/150	L	312	1014	468	3093	9.00	9.75
		154/150	M						
ECOPIA H-DRIVE 001	315/70 R 22.5	154/150	L	312	1014	468	3093	9.00	9.75
		152/148	M						