



2018

PRODUCT REFERENCE GUIDE

BRIDGESTONE

Firestone

NEW TIRES FOR 2018

DUELER A/T REVO 3™

ENGINEERED FOR ON-ROAD COMFORT
AND OFF-ROAD CAPABILITY



ECOPIA™ H/L422™ Plus

SECURE AND COMFORTABLE WITH LONG-LASTING
PERFORMANCE FOR YOUR SUV, CUV OR MINIVAN



BLIZZAK™ LT

HEAVY DUTY WINTER PERFORMANCE



WINTERFORCE™ CV

HEAVY DUTY WINTER PERFORMANCE
YOU CAN COUNT ON



TRANSFORCE™ HT 2

BECAUSE EVERY JOB IS WORTH DOING RIGHT,
DEPEND ON FIRESTONE TO GET YOU THERE



TRANSFORCE™ CV

BECAUSE EVERY JOB IS WORTH DOING RIGHT,
DEPEND ON FIRESTONE TO GET YOU THERE

BRIDGESTONE ICON KEY

TIRE ICON KEY

Seasonality is an important factor when choosing the right tire for a vehicle. The following icons were created to help you quickly determine the optimum performance/application window for any tire.



Engineered for a versatile year-round performance. Capable in a wide variety of road and weather conditions, including winter weather, but do not provide optimal performance in more extreme conditions such as deep snow, freezing rain and black ice.



Designed to deliver ultimate performance in both wet and dry conditions in warm weather but may not provide the grip you need in ice and snow.



Engineered for snow performance as well as impressive traction on snow and ice.



Designed to give you up to 50 miles at speeds up to 50 miles per hour post-puncture, while still delivering a comfortable, reliable ride.

VEHICLE TYPE KEY

Here is a quick visual reference for vehicle types:



CAR



COMMERCIAL
TRUCK



COMMERCIAL
VEHICLE



CUV



SPORTS CAR



SUV



TRUCK



MINIVAN



POLICE

NOTE

As we frequently add new sizes to the lineup, be sure to reference BridgestoneTire.com or FirestoneTire.com for the most up-to-date information.

PERFORMANCE CHART ICON KEY

As a shortcut to getting a quick understanding of each tire's unique attributes, we have created a series of icons that describe key performance characteristics. If they look familiar to you, it's because they are also featured prominently on our website.



Responsiveness and handling



A smooth, quiet ride with confident handling and response



Traction and resistance to hydroplaning on wet roads



All-terrain capability



Long-lasting treadwear



Maintains grip and traction on snow, ice and slush



Produces minimal residual road noise



Increased traction on snowy surfaces



Go farther using less energy



Improved grip on icy surfaces



BRIDGESTONE FEATURED PRODUCTS

We realize that everyone's journey is different, and that you are looking for a little bit more from your drive than just getting from point A to point B. At Bridgestone, we are passionate about making high quality tires that you can count on to perform when you need it most. Bridgestone. Your journey, our passion.

BRIDGESTONE

POTENZA RE-71 R





MAKE EVERY HUNDREDTH OF A SECOND COUNT



KEY TAKEAWAYS

- 1 UNIQUE TREAD COMPOUND**
provides maximum contact and grip when braking and cornering
- 2 HYDRO EVACUATION SURFACE**
provides effective drainage in wet conditions
- 3 A WIDE CENTER RIB**
promotes agile steering response
- 4 SHOULDER STIFFNESS**
allows for extreme cornering

FEATURES AND BENEFITS

-  Unique construction and tread compounds are designed for maximum grip
-  Engineered with Bridgestone's most extreme racing-inspired technology
-  Shoulder stiffness allows for confident cornering
-  Extreme summer performance tire

ENGINEERED FOR: SPORTS CAR

TOP FITMENTS: Honda S2000, Mazda Miata, Subaru WRX STI, BMW 3 Series

TIRE TYPE: Extreme Summer Performance

WARRANTY: Platinum Pact Limited Warranty†

Platinum
Pact

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

SUMMER ULTRA-HIGH PERFORMANCE

BRIDGESTONE

POTENZA S-04 *Pole Position*

MAXIMIZE YOUR DRIVING PERFORMANCE



KEY TAKEAWAYS

- 1 SILICA-ENRICHED TREAD COMPOUND**
supports wet and dry traction
- 2 LARGE STIFF OUTSIDE SHOULDER BLOCKS**
promote confident cornering
- 3 WIDE CIRCUMFERENTIAL GROOVES**
assist with wet traction and resist hydroplaning
- 4 CONTINUOUS INTERLOCKING CENTER RIB**
provides responsive steering

FEATURES AND BENEFITS

-  Summer ultra-high performance
-  Confident wet and dry performance
-  Technologies enhance responsiveness and cornering

ENGINEERED FOR:  SPORTS CAR

TOP FITMENTS: Cadillac CTS-V, Porsche 911, BMW M3, Audi R8

TIRE TYPE: Summer Ultra-High Performance

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

POTENZA RE050A

TAKE A CURVE



KEY TAKEAWAYS

- 1 LARGE STABILIZED SHOULDER BLOCKS**
increase cornering capabilities
- 2 SOLID CIRCUMFERENTIAL CENTER RIB**
assists response and straight line stability
- 3 BLOCK AND SLICK COMBINATION**
improves traction and braking
- 4 CIRCUMFERENTIAL GROOVES**
help channel water out of the footprint area to resist hydroplaning

FEATURES AND BENEFITS

-  Summer ultra-high performance
-  Confident wet and dry traction
-  Engineered for response, control and cornering
-  Noise reduction technology

ENGINEERED FOR:  SPORTS CAR

TOP FITMENTS: Audi S8, Aston Martin Vantage, Infiniti G37 Coupe, BMW Z4

TIRE TYPE: Summer Ultra-High Performance

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

ALL-SEASON ULTRA-HIGH PERFORMANCE

BRIDGESTONE

POTENZA RE970AS Pole Position





TAKE THE ROAD BY STORM



KEY TAKEAWAYS

- 1 SILICA ENRICHED TREAD COMPOUND**
enhances wet performance
- 2 OPTIMIZED CONTACT FOOTPRINT**
distributes pressure evenly across the tire surface, extending treadwear life
- 3 3D SIPING**
maintains block stiffness to assist with braking and traction
- 4 RACING-INSPIRED CONTINUOUS CENTER RIB**
helps to control steering response

FEATURES AND BENEFITS

-  Ultra-high performance handling
-  40,000 mile limited treadwear warranty†
-  Technology that helps improve braking and traction
-  All-season performance

ENGINEERED FOR:  SPORTS CAR

TOP FITMENTS: Audi A5, Lexus IS350, Mercedes E63 AMG, Infiniti G37

TIRE TYPE: All-Season Ultra-High Performance

WARRANTY: 40,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

POTENZA RE980AS




CRISP HANDLING ALL YEAR ROUND



KEY TAKEAWAYS

- 1 SEE-THROUGH VOIDS AND OPEN SHOULDER SLOTS**
20% more see-through voids and open shoulder slots to help reduce the risk of hydroplaning*
- 2 REDESIGNED TREAD**
engineered with new 3D full depth sipes and chamfered slots to improve wet and dry braking*
- 3 NEW COMPOUND AND ASYMMETRIC TREAD DESIGN**
featuring snow ridge walls and 3D full depth sipes offer 50% improvement in snow performance*
- 4 LONG-LASTING PERFORMANCE**
designed to last 25% longer* and now backed by a 50,000 mile limited treadwear warranty†

FEATURES AND BENEFITS

-  Impressive grip
-  Improved wet performance*
-  Improved snow performance by 50%*
-  Long-lasting performance

ENGINEERED FOR:



TOP FITMENTS: Audi A5, Lexus IS350, BMW 440i

TIRE TYPE: All-Season Ultra-High Performance

WARRANTY: 50,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



*Vs. the Bridgestone Potenza RE970AS Pole Position.

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

ALL-SEASON PERFORMANCE RFT

BRIDGESTONE

POTENZA RE960AS Pole Position RFT

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PREMIUM PERFORMANCE AND PEACE OF MIND IN ONE PACKAGE





KEY TAKEAWAYS

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- 1 PROPRIETARY COOLING FIN™ TECHNOLOGY**
creates airflow around the tire, reducing damaging heat build-up at low air pressure
- 2 ARC SHAPE LEADING EDGE**
enhances snow and dry performance
- 3 HYDRO EVACUATION SURFACE (HES) DESIGN**
promotes wet traction and resists hydroplaning
- 4 REINFORCED SIDEWALL INSERT**
helps support the entire weight of the vehicle, even at zero pressure, for up to 50 miles at up to 50 mph*

FEATURES AND BENEFITS

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-  Equipped with run-flat technology*
-  High performance handling
-  40,000 mile limited treadwear warranty†
-  All-season performance

ENGINEERED FOR:

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TOP FITMENTS: BMW 3 Series, Mini Cooper S, Chevrolet Corvette, Lexus SC430

TIRE TYPE: All-Season High Performance

WARRANTY: 40,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



*Repairability of run-flat tires depends on the tire damage, amount of pressure loss and vehicle operating conditions. Contact a Bridgestone retailer for details.

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

POTENZA RE97AS





ALL-SEASON ROAD GRIPPING PERFORMANCE



KEY TAKEAWAYS

- 1 HIGH SILICA CONTENT**
provides confident wet performance
- 2 FINELY TUNED TREAD PATTERN**
provides responsive steering
- 3 OPTIMIZED CASING**
assists with rolling resistance for fuel economy
- 4 POLYMER TECHNOLOGY**
promotes wear performance

FEATURES AND BENEFITS

-  Up to 55,000 mile limited treadwear warranty†
-  Precise handling and steering response
-  Confident wet performance
-  All-season performance

ENGINEERED FOR:



TOP FITMENTS: Subaru Legacy, Audi A3, Mazda 6, Honda Accord

TIRE TYPE: All-Season Performance

WARRANTY: 55,000 Mile Limited Treadwear Warranty (V Speed Rated), 45,000 Mile Limited Treadwear Warranty (W Speed Rated), Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee*

Platinum
Pact



†55,000 mile limited treadwear warranty for V speed rated tires; 45,000 mile limited treadwear warranty for W speed rated tires. See a Bridgestone representative or warranty manual for details. Certain conditions and limitations apply.

*Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DRIVEGUARD™





DRIVE UP TO 50 MILES TO SAFETY AFTER A FLAT*



KEY TAKEAWAYS

- 1 PROPRIETARY COOLING FIN™ TECHNOLOGY**
creates airflow around the tire, reducing damaging heat build-up at low air pressure
- 2 SILICA-ENRICHED TREAD COMPOUND**
helps provide confident traction and handling in wet conditions
- 3 OPTIMIZED CONTACT FOOTPRINT**
distributes weight evenly across the tire surface, allowing for even wear and longevity
- 4 NANOPRO-TECH™ RUBBER INSERT**
reinforces the tire, making it capable of supporting the entire weight of the vehicle, even at zero pressure

FEATURES AND BENEFITS

-  Go up to 50 miles after a puncture*
-  Up to 60,000 mile limited treadwear warranty†
-  Quiet ride and confident handling
-  Touring tire with all-season performance

ENGINEERED FOR:



TOP FITMENTS: Toyota Camry, Toyota Corolla, VW Jetta, Honda Civic, Honda Accord, Honda Odyssey, Nissan Altima, Ford Fusion, Chevy Malibu, Chevy Cruze, Chevy Equinox, Toyota Prius

TIRE TYPE: All-Season Touring RFT

WARRANTY: 60,000 Mile Limited Treadwear Warranty (H & V Speed Rated), 50,000 Mile Limited Treadwear Warranty (W Speed Rated), Platinum Pact Limited Warranty, Buy & Try 30-Day Guarantee and DriveGuard Supplemental Road Hazard Limited Warranty‡

*Up to 50 miles at up to 50 mph. Repairability of DriveGuard tires depends on the tire damage, amount of pressure loss, and vehicle operating conditions. See technical bulletin P-14-02 for details or call our Technical Hotline at 1-800-847-3272.

†60,000 mile limited treadwear warranty for H & V speed rated tires; 50,000 mile limited treadwear warranty for W speed rated tires. Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

‡Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

TURANZA[™] SERENITY[™] Plus





LUXURY PERFORMANCE WITH A QUIET RIDE



KEY TAKEAWAYS

- 1 SILICA ENRICHED TREAD COMPOUND**
helps provide confident traction and handling in wet conditions
- 2 PROPRIETARY POLYMER TECHNOLOGY**
promotes long wear life
- 3 SILENCER GROOVES**
help reduce noise by trapping sound in tread pattern elements
- 4 ASYMMETRIC SIDEWALL DESIGN**
engineered to optimize ride comfort and stability

FEATURES AND BENEFITS

-  Up to 80,000 mile limited treadwear warranty†
-  Quiet, comfortable ride
-  All-season performance
-  Impressive wet and dry performance

ENGINEERED FOR:

TOP FITMENTS: BMW 328i, Cadillac CTS, Honda Accord, Lexus GS450H

TIRE TYPE: All-Season Touring

WARRANTY: 80,000 Mile Limited Treadwear Warranty (H Speed Rated), 75,000 Mile Limited Treadwear Warranty (V Speed Rated), 50,000 Mile Limited Treadwear Warranty (W Speed Rated), Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee‡

Platinum
Pact



†80,000 mile limited treadwear warranty for H speed rated tires; 75,000 mile limited treadwear warranty for V speed rated tires; 50,000 mile limited treadwear warranty for W speed rated tires. Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

‡Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

ECOPIA™ EP422™ Plus





GET EXTRA MILES PER TANK*



KEY TAKEAWAYS

- 1 FUEL SAVER™ SIDEWALL & TREAD COMPOUND**
assists with rolling efficiency for fuel economy
- 2 INNOVATIVE TREAD PATTERN**
delivers a quiet, comfortable ride
- 3 CIRCUMFERENTIAL GROOVES**
help channel water out of the footprint area to resist hydroplaning
- 4 OPTIMIZED CONTACT FOOTPRINT**
distributes weight evenly across the tire surface, allowing for even wear and longevity

FEATURES AND BENEFITS

-  Optimized for fuel efficiency
-  70,000 mile limited treadwear warranty†
-  All-season performance
-  Confident handling and a comfortable ride

ENGINEERED FOR:



TOP FITMENTS: Toyota Camry, Honda Odyssey, Volvo S6, Nissan Altima, Honda Accord, Ford Fusion, Toyota Corolla, Mazda 3

TIRE TYPE: All-Season Touring

WARRANTY: 70,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



*Based on rolling resistance in lab testing comparing Ecopia EP422 Plus (215/60R16) to Firestone FR710 (215/60R16) from new. Extra miles based on 400 miles per tank. Actual results may vary based on proper tire maintenance, vehicle, driving style and road conditions.

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

ECOPIA™ H/L422™ Plus

NEW FOR
2018





COMFORTABLE RIDE THAT'S ENGINEERED FOR FUEL EFFICIENCY



KEY TAKEAWAYS

- 1 FULL DEPTH GROOVES**
help water evacuation throughout the life of the tire
- 2 OPTIMIZED TREAD PATTERN DESIGN**
fights irregular wear and improves traction while keeping your comfort in mind*
- 3 LONG-LASTING TREAD LIFE**
backed by a newly increased 70,000 mile limited treadwear warranty†
- 4 OPTIMIZED BLOCK DESIGN**
improves braking on wet roads*

FEATURES AND BENEFITS

-  Engineered to be fuel-efficient
-  Up to 70,000 mile limited treadwear warranty†
-  Quiet, comfortable ride
-  All-season performance

ENGINEERED FOR:



TOP FITMENTS: Lexus RX 400h, Toyota Highlander Hybrid, Ford Escape Hybrid, Cadillac Escalade Hybrid

TIRE TYPE: All-Terrain Touring

WARRANTY: 70,000 Mile Limited Treadwear Warranty (P-Metric sizes only), Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



*Vs. the Bridgestone Dueler H/L 422 Ecopia.
†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DUELER™ H/P SPORT™




GET THE MOST OUT OF YOUR VEHICLE



KEY TAKEAWAYS

- 1 UNIQUE TREAD COMPOUND**
provides maximum contact and grip when braking and cornering
- 2 HYDRO EVACUATION SURFACE**
provides effective drainage in wet conditions
- 3 A WIDE CENTER RIB**
promotes agile steering response
- 4 SHOULDER STIFFNESS**
allows for extreme cornering

FEATURES AND BENEFITS

-  Summer performance
-  Powerful traction in wet and dry conditions
-  Quick steering response

ENGINEERED FOR:



TOP FITMENTS: Audi Q7, Mercedes M-Class, Porsche Cayenne, BMW X5

TIRE TYPE: Summer Performance

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DUELER H/P SPORT AS

DRIVE WITH CONFIDENCE IN CHANGING ROAD CONDITIONS



KEY TAKEAWAYS

- 1 CLOSED SHOULDER & HIGH ANGLE SLOTS**
help deliver confident wet performance
- 2 OPTIMIZED CONTACT FOOTPRINT**
distributes weight evenly across the tire surface, allowing for longevity
- 3 CIRCUMFERENTIAL GROOVES**
help deliver confident wet performance
- 4 LOW ROLLING RESISTANCE SIDEWALL COMPOUND**
helps promote fuel economy

FEATURES AND BENEFITS

-  40,000 mile limited treadwear warranty†
-  All-season performance
-  Impressive handling on wet and dry surfaces

ENGINEERED FOR:



TOP FITMENTS: BMW X5, Acura RDX, Lexus RX350, Land Rover LR2

TIRE TYPE: All-Season Performance

WARRANTY: 40,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DUELER H/L ALENZA Plus

KEEP YOUR LIFE ON A ROLL WITH AN 80,000 MILE WARRANTY



KEY TAKEAWAYS

- 1 OPTIMIZED CONTACT FOOTPRINT**
helps deliver a quiet, comfortable ride year-round
- 2 ADVANCED TREAD POLYMER TECHNOLOGY**
provides impressive wear performance backed by up to an 80,000 mile limited treadwear warranty†
- 3 FUEL-EFFICIENT TREAD COMPOUND**
helps promote rolling efficiency
- 4 ATTRACTIVE DESIGN**
complements the look of luxury vehicles

FEATURES AND BENEFITS

-  Up to 80,000 mile limited treadwear warranty†
-  All-season performance
-  Quiet, comfortable ride
-  Increased fuel efficiency as compared to the Dueler H/L Alenza

ENGINEERED FOR:



TOP FITMENTS: Range Rover, Cadillac Escalade, GMC Sierra, Acura MDX

TIRE TYPE: Truck & SUV Highway

WARRANTY: 80,000 Mile Limited Treadwear Warranty (H, T & V Speed Rated), 55,000 Mile Limited Treadwear Warranty (W Speed Rated), Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



† Subject to restrictions. 80,000 mile limited treadwear warranty for H, T & V speed rated tires; 55,000 mile limited treadwear warranty for W speed rated tires. Certain conditions and limitations apply. See warranty manual for details.

BRIDGESTONE

DUELER™ H/T 685

HEAVY-DUTY PERFORMANCE, SEASON AFTER SEASON, YEAR AFTER YEAR

KEY TAKEAWAYS

- 1 HEAVY-DUTY STEEL BELTS AND 2-PLY POLYESTER CONSTRUCTION**
engineered for towing and carrying heavy loads
- 2 WIDE GROOVES**
push water away from the tire, which helps reduce the risk of hydroplaning
- 3 SPECIALLY ENGINEERED TREAD DESIGN**
helps retain traction in snowy conditions to help you power through winter
- 4 NEW AND INNOVATIVE TREAD-TO-ROAD CONTACT FOOTPRINT**
allows the tire to adapt to the load and promote even wear



FEATURES AND BENEFITS

-  Heavy-duty performance
-  Impressive wet weather performance
-  Confident winter performance
-  Long-lasting performance

ENGINEERED FOR:



TOP FITMENTS: Chevrolet Silverado 2500, Ford F-250, Dodge Ram 2500

TIRE TYPE: Truck-Highway

WARRANTY: 50,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee*

Platinum
Pact



*Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

50,000 mile limited treadwear warranty applies to certain sizes. Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE





DUELER™ H/T 684 II

COMFORT WITH A TOUCH OF ADVENTURE

KEY TAKEAWAYS

- 1 SPIRAL WRAP CONSTRUCTION**
promotes high-speed capability
- 2 WIDE STRAIGHT GROOVES**
help channel water for confident wet traction
- 3 SOLID SHOULDER RIBS**
help promote long-lasting wear
- 4 GROOVE NOTCHES**
help aid in snow traction

FEATURES AND BENEFITS

-  60,000 mile limited treadwear warranty†
-  All-season performance
-  Quiet, comfortable ride
-  Dry and wet traction

ENGINEERED FOR:



TOP FITMENTS: Toyota Tacoma, Ford F-150, Chevrolet Tahoe

TIRE TYPE: Truck & SUV Highway

WARRANTY: 60,000 Mile Limited Treadwear Warranty, Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DUELER A/T REVO 2





TOUGH ROADS JUST GOT EASIER TO HANDLE



KEY TAKEAWAYS

- 1 DUAL LAYER TREAD (AVAILABLE IN P-METRIC SIZES)**
minimizes the effect of wear on wet tire performance
- 2 DURATECH™ COMPOUND (AVAILABLE IN LT-METRIC AND FLOTATION SIZES)**
helps minimize chipping and tearing of the tread to stand up to demanding applications
- 3 AGGRESSIVE TREAD PATTERN**
delivers confident off-road and snow traction
- 4 OPEN SHOULDER DESIGN**
helps evacuate water and promotes wet traction and handling

FEATURES AND BENEFITS

-  Up to 50,000 mile limited treadwear warranty†
-  All-season performance
-  Impressive wet traction and handling
-  Quiet, comfortable ride

ENGINEERED FOR:



TOP FITMENTS: Jeep Wrangler, Chevrolet Tahoe, Chevrolet Traverse, Ford F-250

TIRE TYPE: Truck & SUV All-Terrain

WARRANTY: 50,000 Mile Limited Treadwear Warranty (P-Metric sizes only), Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†50,000 mile limited treadwear warranty applies to P-Metric sizes only. Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

TRUCK & SUV – ALL-TERRAIN

BRIDGESTONE

DUELER[®] A/T REVO 3[™]

NEW FOR
2018





ENGINEERED TO PERFORM FOR YOUR ACTIVE LIFESTYLE



KEY TAKEAWAYS

- 1 STAGGERED SHOULDER LUGS**
for extra biting edges in soft, irregular surfaces
- 2 GROOVE STEPPING**
stiffens tread blocks for enhanced wear life and traction performance
- 3 AGGRESSIVE NEW PATTERN WITH TRACTION CLAWS**
provide additional grip in off-road and snow conditions
- 4 OPEN SHOULDER SLOTS AND 3D STEPS**
help water evacuation and add traction to shoulder edges

FEATURES AND BENEFITS

-  Better off-road handling*
-  Long-lasting performance*
-  Improved wet and snow performance*
-  Quiet, comfortable ride

ENGINEERED FOR:



TOP FITMENTS: Jeep Wrangler, Chevrolet Tahoe, Chevrolet Traverse, Ford F-250

TIRE TYPE: Truck & SUV All-Terrain

WARRANTY: 60,000 Mile Limited Treadwear Warranty (non-LT sizes only), Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee**

Platinum
Pact



*As compared to Bridgestone Dueler A/T Revo 2.

**Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

†60,000 mile limited treadwear warranty (non-LT sizes only). Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DURAVIS™ R238

DESIGNED FOR PICKUP AND DELIVERY, REGIONAL AND LONG HAUL SERVICE



KEY TAKEAWAYS

- 1 THICK GAUGE SIDEWALL & DUAL SIDEWALL PROTECTORS**
help make the tire more cut, chip and tear resistant
- 2 ALL-STEEL BODY PLY**
provides heavy duty construction for rigorous driving conditions
- 3 NEWLY ENHANCED TREAD COMPOUND**
delivers up to 17% improved treadlife compared to the Duravis R250
- 4 REINFORCED STEEL CASING**
contributes to being retreadable for long life

FEATURES AND BENEFITS



Up to 17% treadwear improvement compared to the Duravis R250



Retreadable for long life



Resists cuts and scrapes

ENGINEERED FOR:



TOP FITMENTS: Ford Super Duty, Emergency Vehicles, Dodge Sprinter Van

TIRE TYPE: Commercial Summer

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DURAVIS™ R250

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DESIGNED FOR PICKUP AND DELIVERY, REGIONAL AND LONG HAUL SERVICE






KEY TAKEAWAYS

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- 1 THICK GAUGE SIDEWALL & DUAL SIDEWALL PROTECTORS**
help make the tire more cut, chip and tear resistant
- 2 ALL-STEEL BODY PLY**
provides heavy duty construction for rigorous driving conditions
- 3 CLOSED SHOULDER SLOTS**
contribute to increased wear life
- 4 REINFORCED STEEL CASING**
contributes to long life and retreadability

FEATURES AND BENEFITS

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-  All steel body ply for added strength
-  Long life and retreadability
-  Resists cuts and scrapes

ENGINEERED FOR:

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TRUCK

COMMERCIAL

TOP FITMENTS: Ford Super Duty, Emergency Vehicles, Dodge Sprinter Van

TIRE TYPE: Commercial Summer

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DURAVIS™ R500HD





DESIGNED FOR COMMERCIAL HIGHWAY DRIVING



KEY TAKEAWAYS

- 1 LONG-LASTING TREAD COMPOUND**
engineered to help deliver long wear life
- 2 STONE REJECTOR™ TECHNOLOGY**
helps protect against stone retention and ejection to protect belts and enhance casing durability
- 3 OPTIMIZED TREAD DESIGN**
assists with dry traction while maintaining snow, ice and wet traction
- 4 THICK GAUGE SIDEWALL & DUAL SIDEWALL PROTECTORS**
help make the tire more cut, chip and tear resistant

FEATURES AND BENEFITS

-  Provides smooth commercial highway driving
-  All-season performance
-  Strong casing helps protect against stone drilling for belts
-  Long wear life

ENGINEERED FOR:



TOP FITMENTS: Ford Super Duty, Emergency Vehicles, Dodge Sprinter Van

TIRE TYPE: Commercial Highway

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

DURAVIS™ M700HD





DESIGNED FOR COMMERCIAL ALL-TERRAIN DRIVING



KEY TAKEAWAYS

- 1 ALL-TERRAIN TREAD PATTERN**
enhances off-road performance
- 2 SAWTOOTH SIPES**
help with snow traction
- 3 CLOSED SHOULDER SLOTS**
contribute to wear life
- 4 THICK GAUGE SIDEWALL & DUAL SIDEWALL PROTECTORS**
help make the tire more cut, chip and tear resistant

FEATURES AND BENEFITS

-  All-terrain performance
-  Reliable snow traction
-  Strong casing protects against stone drilling for belts
-  Long wear life

ENGINEERED FOR:



TRUCK

COMMERCIAL

TOP FITMENTS: Ford Super Duty, Emergency Vehicles, Dodge Sprinter Van

TIRE TYPE: Commercial All-Terrain

WARRANTY: Platinum Pact Limited Warranty and Buy & Try 30-Day Guarantee†

Platinum
Pact



†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

BLIZZAK™ WS80




ENGINEERED TO CONQUER WINTER'S WORST CONDITIONS



KEY TAKEAWAYS

- 1 OPTIMIZED CONTACT FOOTPRINT**
allows the surface of the tire to touch the ground to help give you confident control in winter conditions
- 2 PROPRIETARY MULTICELL™ COMPOUND WITH NANOPROTECH™ TECHNOLOGY**
works at a molecular level to help the tire remain pliable in cold weather
- 3 ADVANCED HYDROPHILIC PROPERTIES**
provide confident stopping power on snow and ice
- 4 AGGRESSIVE BLOCK EDGES**
help the tire bite into the snow

FEATURES AND BENEFITS

-  Confident stopping power on snow and ice
-  Reliable handling in winter conditions
-  Bite particles for impressive traction on ice

ENGINEERED FOR:



TOP FITMENTS: Chevrolet Malibu, Toyota Camry, Honda Odyssey, VW Jetta

TIRE TYPE: Studless Ice & Snow

WARRANTY: Winter Tire Limited Warranty†



WINTER TIRE
LIMITED WARRANTY

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

BLIZZAK™ LM-32




DRIVE WITH CONFIDENCE IN ALL WINTER CONDITIONS



KEY TAKEAWAYS

- 1 DIRECTIONAL TREAD PATTERN**
provides confident grip and snow shearing force
- 2 LARGE SHOULDER BLOCK**
helps provide precision cornering and handling
- 3 ADVANCED TREAD COMPOUND**
provides confident grip and braking
- 4 HIGH SIPE DENSITY PATTERN**
assists with snow and ice traction with biting edges

FEATURES AND BENEFITS

-  Impressive grip and control in winter driving conditions
-  Provides dependable cornering and handling
-  Maintains performance on wet, dry, icy, slushy and snowy roads

ENGINEERED FOR:



- TOP FITMENTS:** Audi A6, BMW 5 Series, Cadillac CTS, Jaguar XF
- TIRE TYPE:** Winter Performance
- WARRANTY:** Winter Tire Limited Warranty†



WINTER TIRE
LIMITED WARRANTY

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

BLIZZAK™ LM001




DRIVE WITH CONFIDENT HANDLING IN ALL WINTER CONDITIONS



KEY TAKEAWAYS

- 1 ROUND CORNER JUNCTIONS**
assist with water evacuation
- 2 3D SIPES**
help provide precision cornering and handling in wet/dry conditions
- 3 ADVANCED TREAD COMPOUND**
provides confident grip and braking
- 4 VARI-WIDTH™ GROOVES**
helps to remove water and slush efficiently

FEATURES AND BENEFITS

-  Impressive grip and control in winter
-  Provides dependable cornering and handling
-  Maintains performance on wet, dry, icy, slushy and snowy roads

ENGINEERED FOR:



TOP FITMENTS: Cadillac ATS, Lexus IS, Lincoln MKZ, Audi A6

TIRE TYPE: Winter Performance

WARRANTY: Winter Tire Limited Warranty†



WINTER TIRE
LIMITED WARRANTY

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

BLIZZAK™ DM-V2




POWER THROUGH WINTER WITH CONFIDENT CONTROL



KEY TAKEAWAYS

- 1 OPTIMIZED CONTACT PATCH**
allows the surface of the tire to touch the ground to help give you control in winter conditions
- 2 LATEST PROPRIETARY MULTICELL™ COMPOUND TECHNOLOGY**
removes water from the surface of the tire for solid braking on ice
- 3 AGGRESSIVE BLOCK EDGES**
help the tire bite into the snow
- 4 ADVANCED HYDROPHILIC PROPERTIES**
provides confident stopping power on snow and ice

FEATURES AND BENEFITS

-  Confident stopping power on snow and ice
-  Reliable handling in winter conditions
-  Bite particles for impressive traction on ice

ENGINEERED FOR:



TOP FITMENTS: VW Touareg, Audi Q7, Toyota 4Runner, Chevrolet Tahoe, Ford F-150

TIRE TYPE: Winter Truck & SUV

WARRANTY: Winter Tire Limited Warranty†



WINTER TIRE
LIMITED WARRANTY

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

BLIZZAK™ W965




SHOW WINTER WHO'S BOSS



KEY TAKEAWAYS

- 1 AGGRESSIVE TREAD BLOCKS**
promote snow traction for commercial use
- 2 PROPRIETARY MULTICELL™ COMPOUND TECHNOLOGY**
helps to remove the thin layer of surface water to improve grip on ice
- 3 SAWTOOTH BITING EDGES**
assist with snow and ice traction

FEATURES AND BENEFITS

-  Winter grip in wet, snow and ice
-  Tread blocks promote snow traction
-  Durable construction

ENGINEERED FOR:



TRUCK

COMMERCIAL

TOP FITMENTS: Dodge Ram, Chevrolet Suburban, Ford Pickups, Ford Econoline

TIRE TYPE: Winter Truck & SUV

WARRANTY: Winter Tire Limited Warranty†



WINTER TIRE
LIMITED WARRANTY

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

BRIDGESTONE

BLIZZAK™ LT

NEW FOR
2018

ENGINEERED FOR HEAVY-DUTY WINTER PERFORMANCE



KEY TAKEAWAYS

- 1 RUGGED LT COMPOUND**
for excellent snow and ice performance and wear
- 2 ZIG ZAG CENTER GROOVE**
helps reduce the risk of hydroplaning and improves snow traction*
- 3 STRAIGHT OUTER GROOVES**
help evacuation of deep water and slush
- 4 TIED SHOULDER LUGS**
assist with confident handling and stability

FEATURES AND BENEFITS

-  Improved heavy-duty winter performance*
-  Lasts up to an extra winter season**
-  Impressive handling and control on wet, snowy and icy conditions

ENGINEERED FOR:



TOP FITMENTS: Chevrolet Silverado, Dodge Ram 3500, Ford F-150, Hummer H3

TIRE TYPE: Studless Ice & Snow

WARRANTY: Winter Tire Limited Warranty†



WINTER TIRE
LIMITED WARRANTY

*Vs. the Bridgestone Blizzak W965.

** Assuming that snow season is approximately from mid-October to mid-April (6 months for very cold regions) and that an average user would go about 1,200 miles per month, the Bridgestone Blizzak LT would last through an extra winter season vs. the Bridgestone Blizzak W965.

†Certain conditions and limitations apply. See a Bridgestone representative or warranty manual for details.

TIRE WARRANTY GUIDE

We offer many warranties to protect a driver's investment in new tires with Bridgestone and Firestone. Here are the summaries of our warranties and what coverage they offer.

The following warranties are for tires sold as replacements only. All limited warranties are limited to original purchaser on originally installed vehicle. They do not apply to tires sold as original equipment on new vehicles or select replacement tires. Certain limitations and restrictions apply. See your authorized Bridgestone or Firestone retailer for details.

Some sizes may contain additional construction features.

Ask for our free tire limited warranty manual, which also provides an explanation of tire speed ratings.



TIRE WARRANTY DETAILS

Replacement Market Passenger and Light Truck Tires

- Bridgestone tires come with a manufacturer's limited warranty that covers new Bridgestone, Firestone, Fuzion, and Primewell brand passenger and light truck tires
- The terms and conditions of this Limited Warranty are available online at bridgestonetire.com/customer-care/tire-warranties
- Additionally, you may obtain a printed copy of the terms and conditions of this limited warranty, at no cost to you, by calling 1-800-847-3272 or sending a written request, including your return address, by first class mail to 201 Bridgestone Parkway, Suite B, Lebanon, TN 37090