

BRIDGESTONE

Your Journey, Our Passion

PROTECTING
YOU AND THE
ENVIRONMENT

ECOPIA



Proudly endorsed by

PLANET ARK

products.planetark.org

ECO-FRIENDLY

ECOPIA

AS DRIVERS, WE ALL HAVE A RESPONSIBILITY TO TRY TO LESSEN THE IMPACT OF OUR VEHICLES ON THE ENVIRONMENT. AS PART OF BRIDGESTONE'S COMMITMENT TO THIS, WE HAVE CREATED A TYRE THAT REDUCES A VEHICLE'S IMPACT ON THE ENVIRONMENT - WITHOUT COMPROMISING ON BRIDGESTONE'S LEGENDARY QUALITY AND SAFETY.

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ECOPIA EP100

The Ecopia EP100 provides premium safety and comfort with the addition of lower rolling resistance technology. Lower rolling resistance improves your vehicle's fuel efficiency and reduces the amount of CO₂ emitted into the environment.

Tyre features

Driver benefits

Lower rolling resistance

Improved fuel efficiency and reduced CO₂ emissions

Ecopia compound

Reduced heat and energy loss

Rib-linked blocks

Uniformed ground contact pressure providing excellent braking performance

Silent AC blocks

Reduced road noise when driving



Size	Load	Speed	OD (mm)	Type
175/65R14	82	H	584	TL
185/65R14	86	H	596	TL
195/65R15	91	H	635	TL
205/65R15	94	H	647	TL
185/60R15	84	H	603	TL
195/60R15	88	V	615	TL
215/60R16	95	H	664	TL
185/55R15	82	V	585	TL
205/55R16	91	V	632	TL
215/55R17	94	V	668	TL
225/55R17	97	W	680	TL
215/45R17	87	W	626	TL

OD represents Overall Diameter of the tyre. Type represents a Tubeless Tyre (TL). Refer to the back of this book for more information on Run Flat Tyres and load & speed ratings.

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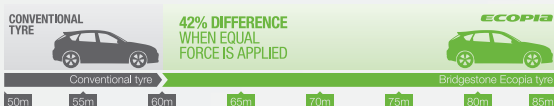
ECOPIA EP100 EFFICIENT, SAFE & ECO-FRIENDLY.

Ecopia EP100 offers premium safety and comfort with lower rolling resistance technology. Lower rolling resistance improves your vehicle's fuel efficiency and reduces the amount of CO₂ emitted into the environment.

FUEL EFFICIENT

Bridgestone Ecopia compound features state-of-the-art reinforcement particle technology which reduces heat build up and in turn reduces rolling resistance.

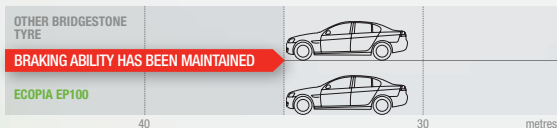
With the same force applied, a vehicle fitted with Ecopia tyres can travel up to 42% further than a conventional tyre.



ENHANCED SAFETY

The safety of you and your family was a primary consideration throughout the development of Bridgestone Ecopia.

Bridgestone have successfully created an incredibly beneficial, low rolling resistance tyre which maintains the high degree of quality and safety standards that Bridgestone is renowned for.



ECO-FRIENDLIER

Bridgestone Ecopia's low rolling resistance and fuel efficiency reduces a vehicle's production of harmful carbon dioxide emissions which pollute our air and contribute to global warming*.

When extrapolated over the life of a set of Ecopia tyres, your total reduction of CO₂ emissions is estimated to be 260kg[^].

*When compared to standard tyres. Based on the average of 14,000 kms/year and average kilometres for life of a tyre at 40,000kms. Rolling resistance test conducted in 2010 by Bridgestone New Zealand using 2 identical VW Golf's fitted with tyres size 195/65R15. Both vehicles were rolled down a ramp from a height of 1.1m (back wheel height). The vehicle fitted with Ecopia tyres travelled an average of 60m and the vehicle fitted with conventional tyres travelled an average of 35m. This was a difference of 42%. Brake test conducted in 2008 by Bridgestone Japan using 2 identical VW Golf's fitted with tyres size 195/65R15 91H. Both vehicles performed a wet brake at 34m. The vehicle fitted with Ecopia tyres stopped equally to the vehicle fitted with Bridgestone B'STYLE EX, a tyre with normal rolling resistance qualities.

PLANET ARK ENDORSES BRIDGESTONE ECOPIA.

Bridgestone ECOPIA EP100 has become the first tyre in Australia to be endorsed by leading environmental foundation Planet Ark, renowned for its numerous successful campaigns such as National Tree Day and Cartridges 4 Planet Ark.

Planet Ark is committed to working with businesses and the broader community to highlight simple ways in which people can reduce their impact on the planet – such as choosing Bridgestone ECOPIA, a passenger car tyre that lowers CO₂ emissions by increasing vehicle fuel efficiency.

“Planet Ark endorses the ECOPIA EP100 range of tyres as they will save fuel, thereby reducing greenhouse gas emissions and air pollutants,” said Rebecca Gilling from Planet Ark.

Prior to its launch more than 12 months ago, ECOPIA EP100 was put through rigorous and extensive independent testing in accordance with ADR81/02, the Australian standard for measuring fuel consumption and emissions.

The tests proved that ECOPIA can reduce fuel costs by up to 5.7% when compared with standard tyres.

In addition to the fuel saving benefits, the tests showed that ECOPIA can also reduce CO₂ emissions by up to 5.8% when compared with standard tyres. This means that, by using ECOPIA EP100, the average motorist could reduce their CO₂ emissions by up to 400kg over the life of their tyres.

ECOPIA achieves this by utilising the results of Bridgestone’s global research and development of Low Rolling Resistance technology.

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USEFUL INFORMATION

Tyre inflation

The air pressure in a tyre can influence tyre life, vehicle performance and passenger safety. The correct inflation pressures for a tyre can vary depending on the tyre size, vehicle weight and usage. Refer to the vehicle owner's handbook or the vehicle tyre placard for guidance, or talk to your Bridgestone stockist.

Over inflation of tyres can:

- Reduce the ability of the tyre to absorb road shocks, resulting in a much harsher ride.
- Cause excessive wear of the centre of the tyre.

Under inflation can:

- Cause excessive flexing in the tyre, building up internal heat and causing rapid and irregular tread wear.
- Create more rolling resistance which will have a negative impact on your vehicle's fuel efficiency.

Pressure check list

- Tyre pressures should be checked at least weekly.
- Pressures should be checked when the tyre is cold.
- Never bleed air from a hot tyre.
- Valves should be checked regularly for damage or leaks.
- Sealing type valve caps should always be used.
- For high speed driving and load conditions, increase the inflation pressures as shown in the vehicle owner's handbook.

Unsafe tread depth

Ensure that tyres have **more** than 1.6mm of tread.

Most new tyres have about 8mm of tread when manufactured, but as tyres wear their ability to disperse water reduces. Tyres should be replaced before the tread wears down to the level of the Tread Wear Indicators.

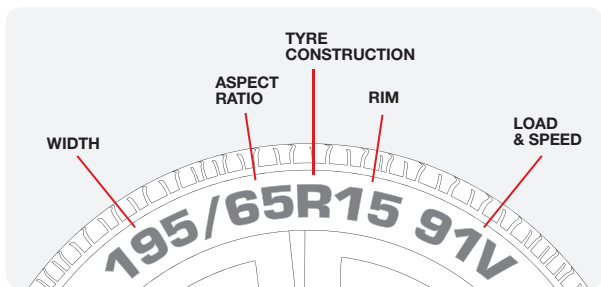
The Tread Wear Indicators are moulded into all major grooves of tyres in at least four positions around the tyre. These indicators sit at least 1.6mm above the bottom of the grooves.

If you are unsure of how to correctly read your tread depth, visit your nearest Bridgestone stockist.



Tread depth indicators.

UNDERSTANDING TYRE SIZE



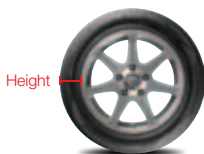
WIDTH

195 indicates the section width of a tyre in millimetres.



ASPECT RATIO

65 is a tyre's aspect ratio which is its height from the base of the tread to the rim. This number represents a percentage of the tread width. For example, the height of this tyre is 65% of its width. Low profile tyres have smaller aspect ratio percentages.



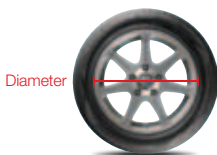
TYRE CONSTRUCTION

R means that the tyre has radial ply construction, meaning the way in which it has been constructed. Most passenger tyres are constructed this way so you will rarely find a car tyre without an R.



RIM

15 indicates the diameter of the wheel rim, so if you are buying wheels for existing tyres - this is the size in inches you will require.



LOAD & SPEED

91 V is a symbol that indicates the maximum load capacity and speed at which a tyre can be safely operated, subject to the tyre being in sound condition, correctly fitted and with the recommended inflation pressure.

Code	E	F	G	J	K	L	M	N	P	Q	R	S	T	U	H	V	W	Y	Z
Rating (km/h)	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	240	270	300	240+
Load Index	81	82	85	86	87	90	92	95	96										
Max Load/tyre (kg)	462	475	515	530	545	600	630	690	710										

BRIDGESTONE

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