



BRIDGESTONE B250, TAKES A HIGHER ROAD TO BENCHMARK PERFORMANCE AND QUALITY

Bridgestone, the world's largest tyre manufacturer and the golden standard in Japanese tyre technology, continues to live its promise to "serve society with superior quality" through its new B250 tyre series.

B250, Bridgestone's most technically advanced basic performance tyres, is a combination of quality materials, cutting-edge engineering and over-performance specification. The birth of a new B250 tyre begins with the careful procurement and selection of highest quality materials from Bridgestone-owned and approved sources only. Most materials used in the tyre construction are produced adhering to strict standards, at specialized plants. Further, the Bridgestone engineers monitor every step of the tyre manufacturing process.

The B250 tyres are engineered for safe and smooth driving which makes it the tyre of choice of top international car makers including Toyota, Nissan, Mercedes, Fiat, Opel, Peugeot and other brands. It comes as standard equipment on many compact cars and medium saloons, and is sold worldwide.

This new series from Bridgestone is also ideally designed for family safety and comfort with optimal handling, wet grip, low noise and durability. However, what's even more fascinating about these tyres is that they are eco-friendly. The B250 tyres provide optimized rolling resistance, which results in fuel economy and lower CO2 emissions. These green tyres are a result of Bridgestone's commitment to ecological concerns that cover the entire lifecycle of a tyre, from materials & manufacturing to optimized usage, disposal and recycling.

With the new B250, Bridgestone has raised the bar for safe, reliable, comfort driving in medium range cars.

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