

## New Golf is a Plus for Volkswagen

Volkswagen has launched its latest version of the ever-popular Golf - the Golf Plus - and like many previous models it will benefit from Formula One-derived Bridgestone Potenza tyres.

Since its launch in 1974 the Golf has been a phenomenal success, and the Golf Plus looks set to build on the vehicle's popularity by offering drivers even more practicality and flexibility.

Although the Golf Plus shares the same platform as the new Golf, an additional 95mm of height, flexible rear seating, and a dual-level boot floor on certain models mean significantly more interior space for passengers in the Plus.

With a variety of different engine options, ranging from the entry-level 1.4-litre version, to a 2.0-litre GT FSI engine delivering 150PS (148bhp), the Golf Plus has retained the performance characteristics that have helped define the Golf as a sporty family hatchback.

To complement the sporty performance of the car, the Golf Plus has been fitted with Bridgestone Potenza RE050 tyres, which provide it with huge amounts of grip in both wet and dry conditions.

Like other high-performance tyres in the Potenza family, the RE050 utilises a racing car nose-shaped tread pattern, not only giving the Golf Plus a sporty look, but also reducing the possibility of the car hydroplaning.

Andy Lane, marketing manager at Bridgestone UK, said: "We are thrilled that Volkswagen has chosen Bridgestone tyres for the new Golf Plus. It already looks like mirroring the popularity of the Golf, and the Potenza RE050 tyres will provide the same excellent grip and performance for this exciting new model."



## The 3mm debate: what does Bridgestone say?

The 3mm tyre tread depth campaign has become an increasingly hot issue, with most major tyre manufacturers being asked for their opinion. So what does Bridgestone say about the matter?

The safety of drivers is the primary concern of Bridgestone, which is why it supports the current legal tread depth limit of 1.6mm. Through extensive research and testing, Bridgestone ensures its tyres are safe up to 1.6mm.

Underlining its commitment to safety, Bridgestone has just launched a global campaign in conjunction with the FiA

Foundation, which will reach out locally through its national programme of Formula One show days and its First Stop network's series of driver awareness evenings. Named 'Think Before You Drive', it will promote key safety messages to car owners, including the importance of regularly checking the pressure and tread depth of their tyres.

The campaign will increase the public's awareness and understanding of tyre safety, and encourages consumers to plan their purchase of new tyres as they would their road tax or insurance, rather than waiting until the tyres are unsafe to replace them.



# IN THE BLACK

PROFITABLE INFORMATION FOR THE TYRE TRADE

## RUN-FLATS ARE HERE TO STAY

With around 750,000 run-flat tyres already on UK roads, anyone who thinks the technology is not here to stay is in for a rude awakening.

Bridgestone's run-flat tyres are the standard or optional OE fitment on top car brands including BMW, Mercedes Benz and Porsche. And Andy Lane, marketing manager at Bridgestone UK, says the market is getting bigger every day.



"We're now working with mass market manufacturers on incorporating run-flat technology into their vehicles, and the increase in number will have a huge impact on the tyre trade.

"While it is important to remember that run-flat is a new, evolving technology, RFT tyres are undoubtedly the future of the tyre market," he said.

To reinforce its commitment to the technology, Bridgestone UK has increased the level of investment in its RFT training programme for 2005 and 2006.

The Run-Flat Certificate Programme is accredited by the Institute of the Motor Industry, and offers training for tyre dealers and fitters across the UK. More than 600 UK tyre fitters and store managers have attained certification, and more than 400 machines have already been inspected and accredited by Bridgestone.

Andy Lane believes this infrastructure is vital if dealers are to cope with the number of vehicles already using run-flat tyres in the UK. "We will soon see RFT tyres being fitted to more and more vehicles as manufacturers seek to introduce the technology as a selling point. As a result, dealers will have to ensure that their fitters are fully trained to replace the tyres," he said.



THE POTENZA RE050 RFT

For information about attending one of Bridgestone's RFT training schemes, please contact 0808 1800 800.



THE BMW Z4 : ONE OF MANY TOP MARQUES TO FIT RUN-FLAT TYRES AS ORIGINAL EQUIPMENT

# Bridgestone claims top award for its run-flat technology

**Bridgestone has scooped a prestigious tyre industry award for its development of run-flat technology.**

The company's newest generation run-flat tyre, the Potenza RE050 RFT, helped it win the Product Innovation category at the inaugural Tyre and Fast Fit (TAFF) awards handed out by the National Tyre Distributors Association (NTDA).

"It's a tremendous honour to win this award," said John McNaught, managing director of Bridgestone UK, "and it demonstrates how we are leading the way in the development of this breakthrough technology.

"We believe that run-flat tyres will soon become a standard fitment on most cars sold in the UK, and we are continuously working to further develop the technology, and, together with the leading car manufacturers, make the extensive benefits of run-flat tyres available to all motorists," added John.



JOHN MCNAUGHT (LEFT) RECEIVES THE PRODUCT INNOVATION AWARD FROM NTDA CHAIRMAN JOHN TARBOX

# Budding journalists win chance of a lifetime

**Three budding journalists from the UK are among the seven finalists to have won through to the final round of judging in the Bridgestone e-reporter competition.**

Now in its second year, the pan-European competition offers aspiring journalists a chance to launch their careers. The seven finalists are each invited to a European grand prix to report on the all-new GP2 Series for Bridgestone Europe and GP2 websites.

The reports will be assessed by a panel of judges - chaired by ITV's Formula



One studio analyst Tony Jardine. The overall winner will then be whisked off to Japan where they will visit Bridgestone's global headquarters and report on a major Bridgestone event. They will also be presented with a state-of-the-art laptop computer.

Russell Atkins, one of three UK finalists in the competition, was given the opportunity to cover the GP2 race at the Spanish Grand Prix. The 24-year-old from Warwick said: "It was a tremendous experience, and an amazing opportunity. It was great to be so close to the action, and being in the Formula One paddock was awe-inspiring."

Joining Russell in the final round of judging are Laurence Edmondson from Bristol, and Mike Channell from Wakefield. The remaining finalists are Dorian Patynowski from Poland, Reijo Savolainen of Finland, France's Guy-Lionel Loew, and Dieter Lenaerts from Belgium.



E-REPORTER FINALIST RUSSELL ATKINS INTERVIEWS BRIDGESTONE MOTORSPORT'S PETER GRZELINSKI

# Bridgestone announces latest high-profile OE fitment

**Brand-leader BMW has launched the latest version of its most popular range of vehicles in the UK - the 3-Series. And like the new 6-Series, 5-Series, and 1-Series before it, the 3-Series will come with Bridgestone run-flat tyres as a standard fitment.**

Key safety features have been introduced into the 3-Series, such as BMW's Active Steering. The system, which corrects the car if it detects oversteer, will be available as an optional extra, while its Brake Force Display, which varies the intensity of the car's brake lights depending on the brake force applied, will come as standard on the 3-Series. And the inclusion of Bridgestone's run-flat tyres adds an extra level of safety.

"We are delighted BMW has chosen to fit Bridgestone run-flat tyres

as original equipment on the new 3-Series," said Andy Lane, marketing manager at Bridgestone UK.

With a choice of the high-performance Bridgestone Potenza RE050 RFT tyre for the more powerful models, or the comfort-orientated Bridgestone Turanza ER300 RFT tyre, drivers of the new 3-Series can experience the smooth ride and performance levels expected of a market-leading small executive car, with the added benefits provided by run-flat tyres.



THE NEW BMW 3-SERIES

# Ten out of ten

**Bridgestone has won a Supplier of the Year award from General Motors Corporation for the tenth year in a row.**

"Our Supplier of the Year winners are the best of the best, and Bridgestone is part of this elite group based on their outstanding performance in 2004," said Bo Andersson, vice president, GM global purchasing and supply chain. "Its balanced focus on performance and behaviour support GM's priorities, and make it a role model for suppliers worldwide."

Bridgestone Corporation's vice president and senior officer Tatsuya Okajima reiterated the Bridgestone Group's pride in earning GM's trust and its commitment to retaining that trust. "This is the tenth year in a row that Bridgestone companies have earned this honour as a group. That recognition is evidence of GM's continuing high regard for our efforts and for our results. It is tremendously motivating, and we will redouble our efforts to warrant the confidence placed in us by this valuable partner."

# New television campaign hits UK screens

**The latest televised advertisement for Bridgestone tyres is now on air, highlighting the "We'll be there for you" message already seen by dealers on new POS material.**

As part of a continued investment in promoting its products to consumers, the new multi-million pound campaign will be seen on TV screens across the country over coming weeks.

"This television commercial is the latest tool we are using to shout about the quality of our tyres," said Andy Lane. "The combination of television and newspaper advertising, together with posters and in-store POS material, means that potential customers are increasingly aware of the quality products we offer."

