

For Immediate Release

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Bridgestone To Officially Debut New VZT Construction Tire, Spotlight Engineering Solutions at AGG1 2024

- **Bridgestone returns to AGG1 Aggregate Academy & Expo in Nashville, where the company will officially debut its new VZT 25" construction tire for graders and loaders.**
- **The company will spotlight its full package of engineering solutions at AGG1, services aimed at helping customers maximize productivity and lower operational costs.**
- **Aaron Witt, a content creator in the construction space and "Dirt World Influencer," will be featured in Bridgestone's booth.**

NASHVILLE, Tenn. (March 20, 2024) – [Bridgestone Americas](#) (Bridgestone) today announced it will return to AGG1 Aggregate Academy & Expo in Nashville, Tenn., to officially debut its new V-STEEL Z TRACTION (VZT) construction tire, the company's latest 25" product innovation for loader and grader applications. At AGG1, Bridgestone will also spotlight its full lineup of engineering solutions, a suite of best-in-class services aimed at helping customers achieve lower total cost of ownership.

“Bridgestone is excited to officially debut our new VZT construction tire at AGG1 in Nashville, the home of our Americas headquarters,” said Rob Seibert, President, Off-the-Road, U.S. and Canada, Bridgestone Americas. “With job-site productivity top of mind for construction operators, the VZT is engineered to help deliver enhanced tire life and keep construction sites moving. When coupled with our engineering solutions portfolio, Bridgestone can help job sites get the most out of their products. We look forward to AGG1 and the opportunity to share our innovative products with customers and leaders in the industry.”

The new Bridgestone VZT is designed to maximize tire life and help reduce total cost of ownership. Among the VZT’s features are:

- Advanced tread compounds engineered to help improve heat, cut, and tear, and increase total tire life by up to 15% compared to previous generation product.¹
- A new tread pattern design with 9% improved traction², with low-angle center block and self-cleaning wide shoulder groovers for wet, muddy surfaces, and challenging terrain.
- Optimal sidewall shape and protectors to help minimize damage and enhance defense against tears and cuts.

Along with VZT, Bridgestone will also spotlight its full package of Engineering Solutions at AGG1. Bridgestone Engineering Solutions offers expert field engineers that partner with customers to help optimize tires and job-site efficiency. Bridgestone provides nine engineering solutions, including heat and weight studies, in- and out-of-service inspections, GPS assessments, G-Force studies, site assessment and consultation, and more, all designed to help customers achieve their full operating potential. The company’s booth will also detail the benefits of the largest service network in the industry³, the Bridgestone Commercial Dealer Network, which offers OTR customers dealer support, training, and more to help achieve lower cost of ownership.

At AGG1, Bridgestone will partner with [Aaron Witt](#), a “Dirt World Influencer” and content creator in the construction, mining and aggregates space. Aaron’s company, BuildWitt, offers branding, training, and media support to organizations in the “Dirt World” industry, and Aaron himself travels the world telling “Dirt World” stories on his social platforms. Aaron will be available to speak with AGG1 attendees in Bridgestone’s booth on March 26 from 10 a.m.-12 p.m. CT.

Bridgestone will be on display at AGG1 in Booth 2330 at Music City Center in Nashville from March 25-27. Bridgestone’s presence at AGG1 supports the company’s E8 Commitment, which consists of eight Bridgestone-like values starting with the letter “E” (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) to realize a more sustainable society.

¹ Comparison based on Bridgestone VJT vs Bridgestone VZT when same sizes apply from field data and internal lab testing. Based on internal estimation related to tread design elements. Actual results may vary.

² Optimized casing structure only in 23.5R25 , 26.5R25 compared with Bridgestone VJT based on the actual operating condition of loader / grader. Actual results may vary.

³ Based on the largest number of total points of sale in the commercial tire dealer network in the U.S.

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 45,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

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