

For Immediate Release

Bridgestone Develops Custom-Engineered Potenza Sport Tires for the Ferrari Roma

- **Bridgestone is selected as a tire partner for the Ferrari Roma.**
- **Produced in Bridgestone's high technology, specialized tire manufacturing plant in Rome, the custom-developed Bridgestone Potenza Sport tires enhance driving dynamics, while also providing excellent comfort and wet performance.**
- **Bridgestone and Ferrari collaborated closely together to create and fine-tune the ideal all-around performance tire for the Ferrari Roma.**



NASHVILLE, Tenn. (Oct. 6, 2021) — Bridgestone announced today it has been chosen by Ferrari as a tire supplier for the Italian manufacturer's latest GT car, the Ferrari Roma. With 620bhp and rear-wheel drive, Ferrari needed a tire that suited the Roma's performance in both dry and wet conditions. A collaboration with Bridgestone has seen the ground-breaking Bridgestone Potenza Sport evolve to match the Ferrari Roma's unique requirements.

Developed to deliver high-end performance

The Bridgestone Potenza Sport, which delivers best-in-class performance in the dry

alongside outstanding wet weather grip¹, was custom-developed by Bridgestone to optimize lateral and longitudinal grip, as well as wet and hydroplaning performance.

In order to achieve such challenging targets, Bridgestone developed a dedicated top tread compound and rear tire pattern geometry-void distribution to retain the outstanding wet weather performance of the Bridgestone Potenza Sport, while retaining the tire's dry handling capabilities. Dedicated development ensured that Bridgestone Potenza Sport provides the dynamic performance characteristics required. This included tuning the tread pattern design on the rear tires for optimal wet weather performance.

'A fantastic case study for collaboration'

The custom-engineered Bridgestone Potenza Sport is now available on the Ferrari Roma in 245/35ZR20 91Y and 285/35ZR20 (100Y) sizes. The tire was developed and produced at the Bridgestone EMIA Technology and Innovation Center in Rome, Italy, which is dedicated to the production of high technology, specialized tires. Although the factory typically manufactures Bridgestone EMIA's prototype tires, the Ferrari Roma project has seen it produce OE tires for the first time that will be directly fitted on the vehicle as it takes to the roads.

"Working with Ferrari on the Roma has been a fantastic case study for collaboration," Steven De Bock, vice president Consumer Replacement and Original Equipment at Bridgestone EMIA. "We've worked together over a long, purposeful process to custom engineer an incredibly capable tire, in the form of the Bridgestone Potenza Sport, to meet the Roma's high-performance demands. We're proud of the result, with the bespoke Bridgestone Potenza Sport offering performance and handling attributes that maximize the Ferrari Roma's capabilities."

¹ Tests carried out by TÜV SÜD on the request of Bridgestone in July-September 2020 at the facilities Bridgestone EUPG (Italy) for dry and wet tests with Audi S4 3.0 TFSI, on tire size 245/40 R18. Potenza Sport compared to the performances of main competitors in the same segment: Continental PremiumContact6, Michelin Pilot Sport 4, Goodyear Eagle F1 Asymmetric 5, Pirelli P Zero PZ4. Annex Report No. [713190691-PS]. Straight stability, rating: Bridgestone Potenza Sport (9.33), Continental Premium Contact 6 (9.00), Michelin Pilot Sport 4(8.67), Goodyear Eagle F1 Asymmetric 5 (8.67), Pirelli P Zero PZ4 (8.56). Cornering stability, rating: Bridgestone Potenza Sport (9.21), Continental Premium Contact 6 (8.13), Michelin Pilot Sport 4 (8.67), Goodyear Eagle F1 Asymmetric 5 (8.33), Pirelli P Zero PZ4 (8.58). Dry braking distance (100 km/h to 0 km/h), meters: Bridgestone Potenza Sport (33.4), Continental Premium Contact 6 (35.4), Michelin Pilot Sport 4 (34.5), Goodyear Eagle F1 Asymmetric 5 (35.9), Pirelli P Zero PZ4 (34.8). Wet Cornering - Lateral wet grip (lateral acceleration) in meters/second²: Bridgestone Potenza Sport (7.06), Continental Premium Contact 6 (6.42), Michelin Pilot Sport 4 (6.45), Goodyear Eagle F1 Asymmetric 5 (6.63), Pirelli P Zero PZ4 (7.03). Wet handling (subjective evaluation and average speed) average rating and in km/h: Bridgestone Potenza Sport (9.19; 90.87), Continental Premium Contact 6 (7.97; 87.32), Michelin Pilot Sport 4 (8.28; 87.84), Goodyear Eagle F1 Asymmetric 5 (8.25; 88.05), Pirelli P Zero PZ4 (8.72; 89.12).

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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 50,000 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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About Bridgestone in Europe, Russia, Middle East, India, and Africa:

Bridgestone in Europe, Russia, Middle East, India, and Africa (Bridgestone EMIA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Zaventem (Belgium), Bridgestone EMIA employs more than 20,000 people and conducts business in 40 countries across the region. 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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