

For Immediate Release

## Bridgestone Selected as Tire Partner for the Audi Q4 e-tron



**NASHVILLE, Tenn. (December 9, 2021)** — Bridgestone has been selected as tire supplier for the Audi Q4 e-tron – Audi’s first compact, fully-electric SUV. To meet Audi’s demanding technical requirements for the Q4 e-tron, Bridgestone developed custom-engineered ultra-low rolling resistance summer tires with ENLITEN Technology. Sustainable and lightweight, ENLITEN Technology reduces tire rolling resistance by up to 30% and weight by up to 20% to extend EV driving range and reduce environmental impact thanks to improved resource productivity.<sup>1</sup>

The bespoke summer tires offer impressive rolling resistance performance and make no compromises when it comes to on-road stability, which is crucial for the heavy load on a rear traction vehicle.

Bridgestone sees electric mobility as a huge opportunity to reduce CO<sub>2</sub> emissions and make mobility more environmentally sustainable, and is proud to be collaborating with Audi in helping to accelerate the electric future.

The Audi Q4 e-tron with custom Bridgestone Turanza ECO summer and Blizzak LM005 winter

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<sup>1</sup> Based on Bridgestone internal data comparing Bridgestone premium summer tires with and without ENLITEN Technology in the same tire size (92Y 225/40R18 XL).

tires is available now in the U.S. market.

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