

**For Immediate Release**

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## **Bridgestone to Debut Industry-First 70% Recycled & Renewable Demonstration Tire at WasteExpo**

***Company Will Also Unveil an Innovative Drive-Over System for Fleets, Expanding Tire Monitoring Capabilities***

**Nashville, Tenn. (April 30, 2025)** – Bridgestone Americas (Bridgestone) today announced the company will debut a demonstration commercial tire at WasteExpo. The tire supports the use of 70% recycled and renewable materials<sup>1</sup>, making it the first commercially available tire in industry history to reach the milestone. It is the company's first waste-specific tire to earn ISCC PLUS certification, a globally recognized system that supports the transition to a circular economy and bioeconomy. This voluntary certification standard validates the sustainability characteristics of alternative materials throughout the entire supply chain, from origin to end consumer. Bridgestone will also use the show to debut its new Drive-Over System for fleets. This innovative solution is the latest example of how Bridgestone is expanding its data collection capabilities through advanced technology.

### **70% Recycled and Renewable Tire**

The 70% recycled and renewable demonstration tire is based on the Bridgestone M870, a high-scrub, all-position radial waste and recycling tire specifically designed for urban waste collection fleets. Using a Mass Balance approach, this demonstration tire uses circular synthetic rubber like butadiene and halo butyl rubber, circular carbon black, and natural rubber. The Mass Balance approach is a chain of custody method used to trace the flow of alternative materials through complex value chains. During the production process, the certified alternative materials are mixed with conventional materials, becoming indistinguishable over time. By using this approach, Bridgestone can document and track the exact quantity of alternative materials, ensuring the quantity matches what is used at the start of production. A limited run of tires will be used on waste fleets later this month.

"The debut of this 70% recycled and renewable demonstration tire is not a glimpse into the future, but the reality of today," said Steve Hoeft, President, Commercial Truck Group, Bridgestone Americas. "With this tire, and the work done with our supply chain, we've created new opportunities with a proven product by meeting the rigorous standards set by the ISCC. This tire directly demonstrates how Bridgestone can help

fleets achieve their sustainability goals now with expertly manufactured premium tires.”

In addition to reaching the milestone, the tire marks a notable step towards total circularity, showing how the industry could more effectively utilize recycled and renewable materials collected by fleets. Bridgestone is committed to advancing and standardizing practices and supporting existing recycling efforts that help the trucking and waste segments build a more resilient, circular supply chain.

### **Innovative Drive-Over Systems**

The new Drive-Over System is an innovative in-yard solution that utilizes uniquely designed plates to capture tread depth measurements. The technology is designed to provide fleets with a comprehensive look at each tire’s tread depth and alert to irregular wear issues. With frequent data collection, fleets can make better-informed decisions related to maintenance and avoid premature or overdue tire removal. The technology helps fleets keep tires in service longer and optimize performance to maximize their investment.

Bridgestone’s development of the 70% recycled and renewable demonstration tire and Drive-Over System aligns with the [Bridgestone E8 Commitment](#). The 70% demonstration tire exhibits 'Ecology,' and the Drive-Over System embodies the company’s 'Efficiency' commitment.

Bridgestone will be located at WasteExpo booth #1509 on Tuesday, May 6, and Wednesday, May 7 from 10am to 5pm, and Thursday, May 8 from 10am to 1pm.

*<sup>1</sup>37% Renewable and 33% Recycled material allocated to the demonstration Bridgestone M870™ tire. The recycled material is allocated using the International Sustainability & Carbon Certification (ISCC) mass balance approach. Find out more about ISCC PLUS [www.iscc-system.org](http://www.iscc-system.org)*

### **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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