

For Immediate Release

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Bridgestone Chosen as Exclusive Tire Partner for Limited-Edition Lamborghini Fenomeno



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NASHVILLE, Tenn. (Aug. 18, 2025) – Bridgestone, a global leader in premium tires and sustainable mobility solutions, has been named sole tire partner for Lamborghini's new Fenomeno supercar. Launching to mark the 20th anniversary of the first car entirely designed by the Sant'Agata Bolognese design department, the Fenomeno celebrates both Lamborghini's iconic design and brand exclusivity, with only 29 models of the limited-edition vehicle produced. With a 1080 CV powertrain, the Fenomeno is Lamborghini's fastest-ever model—both in the 0-100 km/h sprint (2.4 seconds) and 0-200 km/h sprint (6.7 seconds).

As Lamborghini's "Official Technical Partner," Bridgestone has custom-engineered tires perfectly matching what's also the most powerful V12 ever produced by the Italian manufacturer. Leveraging its decades-long motorsports legacy and the pedigree of its iconic Potenza tire family, Bridgestone has developed premium tires to specifically enhance the Fenomeno's outstanding capabilities.

Available in 265/30 ZRF21 (front) and 355/25 ZRF22 (rear) sizes, the custom Bridgestone Potenza Sport ultra-high performance tires deliver outstanding performance at high speeds, excellent steering responses and precision to handle the

supercar's 1080HP power output. The premium Potenza Sport tires are available with Bridgestone's Run Flat Technology (RFT), enabling drivers to continue driving safely after a puncture for 80km at up to 80kph with 0-bar pressure¹.

The Lamborghini Fenomeno will also be available with high-grip, semi-slick bespoke Bridgestone tires delivering track-level performance while remaining fully homologated for public roads. Custom-engineered to unlock every ounce of the exclusive supercar's potential, the track-oriented fitment developed for the Fenomeno will be available in 20- and 21-inch sizes.

"Our long-standing partnership with Lamborghini is rooted in a shared passion for innovation, excellence and top performance," said Radoslaw Bolkowski, Vice President OE Sales at Bridgestone EMEA. "With the Fenomeno, our team had the challenge of unleashing the full potential of Lamborghini's most powerful V12 ever—and they've delivered. The custom-engineered Bridgestone Potenza tires offer the control, grip and precision needed to enhance this car's exceptional capabilities—on both the road and track."

"At Lamborghini, design and performance go hand in hand—and with Bridgestone, we have a partner who understands both," said Christian Mastro, Lamborghini's Marketing Director. "Tires are a vital part of how a supercar performs: outside of technical updates, 70 percent of the improvements in these cars today come from advances in the tires they sit on. Bridgestone's bespoke Potenza line-up ensures that every drive in the Fenomeno can deliver against this vehicle's stunning speed and power."

Exclusive partner for Lamborghini's complete supercar garage

The Fenomeno marks the latest in a long series of collaborations between Lamborghini and its "Official Technical Partner" Bridgestone. In five years of partnership, Bridgestone has been chosen as exclusive tire partner for the complete range of Lamborghini's supercar garage, including the Lamborghini Huracán STO, STJ, Tecnica, EVO and Sterrato, Lamborghini Revuelto, Lamborghini Temerario and now the Lamborghini Fenomeno.

Developed and produced in Italy, Bridgestone premium fitments designed specifically for the Fenomeno have been engineered using the company's groundbreaking [Virtual Tyre Development \(VTD\) technology](#). VTD improves both the efficiency and sustainability of the tire development process. It eliminates around 200 physical prototypes, cuts physical vehicle tests by 80 percent and reduces development time by up to 50 percent. The technology leads to a reduction of up to 60 percent in raw material consumption and CO₂ emissions in the development phase of original equipment tires.

¹ Driving distance after a puncture may vary depending on vehicle load, outside temperature and when the TPMS is triggered.



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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