News Release

BRIDGESTONE AMERICAS, INC.
200 4th Avenue South
Nashville, TN 37201

For Immediate Release

Contact: Drew Hoffman
drew.hoffman@finnpartners.com

Bridgestone Unveils Two New Tires with ENLITEN Technology and its Advanced Digital Service Dispatch Solution at TMC 2025

NASHVILLE, Tenn. (March 10, 2025) – Bridgestone Americas (Bridgestone) today unveiled the new Bridgestone R273 Ecopia regional tire for the steer position and the Bridgestone Duravis M705 for mixed fleet vehicles in pick up and delivery (P&D) and last-mile delivery (LMD) fleets. Both are debuting at the 2025 Technology & Maintenance Council (TMC) Annual Meeting & Transportation Technology Exhibition. Both all-new tires feature the company's next-generation ENLITEN technology, designed to help expand performance capabilities to new levels while also elevating focus toward sustainability[1].

"The new R273 Ecopia and Duravis M705 with ENLITEN technology demonstrate how Bridgestone continues to push to enhance our product performance with our goal toward sustainability in mind," said Steve Hoeft, President, Commercial Truck Group, Bridgestone Americas. "These tires reflect our approach of using real-world data to not only enhance performance for our fleet customers but also to infuse environmentally friendly practices into our industry."

Bridgestone R273 Ecopia with ENLITEN Technology

The new Bridgestone R273 Ecopia is the second regional trucking tire in the company's portfolio to feature ENLITEN technology. ENLITEN technology is designed to allow for improvements in tire wear and to support an increased use of renewable and recycled materials:

- **Enhanced Tread Compound and Pattern** – The R273 Ecopia is engineered with a new tread compound and design to help reduce shoulder wear and improve removal mileage.
- **Improved Fuel Economy** – A new casing with low rolling resistance compounds and an improved four-rib pattern delivers an improvement in fuel economy over its previous generation[2].

The tire will be available for fleets later this year and in six initial sizes: 295/75R22.5, 11R22.5, 11R24.5, 285/75R24.5, 12R22.5 and 295/80R22.5.

Bridgestone Duravis M705 with ENLITEN Technology

The Bridgestone Duravis M705 is designed for mixed fleets that carry a wide tire size arrangement, and is the first to feature ENLITEN technology, in LMD and P&D tires. The all-position tire boasts performance enhancements with sidewall protectors and an improved casing designed to create extra durability and aid in retreading efficiency while keeping sustainability in mind. Additional key features include:

- **Improved Wear** – The Duravis M705 is manufactured with a mixed tread design and 3D sipes to help improve wear over the Bridgestone M724.
- **All-Weather Performance** – Featuring a *Three Peak Mountain Snowflake* (3PMSF) designation, the Duravis M705 is designed to provide fleets with strong performance and traction in wintery conditions.

The Bridgestone Duravis M705 will be available in three sizes—215/75R17.5, 225/70R19.5, and 245/70R19.5—in the second half of 2025. These sizes complement the already robust 16" offering for LMD and P&D that Bridgestone introduced with the Duravis M705 last year.

Bridgestone Service Dispatch Solution

In addition to the two new tire models, Bridgestone debuted the company's new Service Dispatch Solution, an application for fleets designed to reduce downtime and streamline tire communication and information for service events. The web-based application aims to deliver improved productivity and greater efficiency. Key features include automated deployment of technicians and full-scale tracking of photos, documents and digital event data. The new solution was created with feedback from Bridgestone fleet customers and marks a strategic shift in how the company manages its digital offerings. The Service Dispatch Solution is the latest addition to Bridgestone Fleet Care, underscoring the company's commitment to serving fleets with easier-to-use tools and enhancing customer experience.

Bridgestone's development of new commercial tires and a service application aligns with three of the eight values in the Bridgestone E8 Commitment: "Ecology," "Efficiency," and "Ease."

[1] *The specific ENLITEN technology attributes vary by tire product. Results may vary depending upon proper tire and vehicle maintenance, road conditions, and driving habits*.

[2] *Rolling resistance comparison based on internal testing. Results may vary based on final testing, proper tire and vehicle maintenance, road conditions, and driving habits.*

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.

###