

FOR IMMEDIATE RELEASE

Bridgestone Named Official Tire Partner of Sports Car Club of America

- Three-year agreement names Bridgestone Official Tire of SCCA and sole tire supplier for SCCA Club Spec.
- Championship-winning Bridgestone Potenza RE-71RZ tire will serve as the designated tire across SCCA Club Spec competition.
- Partnership advances Bridgestone's commitment to grassroots motorsports through increased accessibility, participant development and community engagement, helping grow the next generation of competitors and enthusiasts.



NASHVILLE, Tenn. (Sept. 24, 2026) – [Bridgestone Americas](#) (Bridgestone) today announced a landmark three-year partnership with the Sports Car Club of America (SCCA), becoming the Official Tire of the SCCA and the sole tire supplier of the SCCA Club Spec program. The strategic agreement reinforces Bridgestone's commitment to grassroots motorsports, enhancing its involvement in autocross, track days and time trials.

As the Official Tire of SCCA, Bridgestone will equip key vehicle platforms designed to lower the technical and financial barriers of entry in motorsports. Bridgestone's championship-winning Potenza RE-71RZ tire will support established classes, including Solo Spec Coupe, Club Spec MX-5 and Club Spec Mustang. Additionally, the Potenza RE-71RZ will serve as the official spec tire for the highly anticipated Club Spec Cayman class launching in 2027.

"Bridgestone and the SCCA share a core commitment to making motorsports accessible, educational and fun," said David Colletti, President of Consumer Original Equipment Tires,

North America, Bridgestone Americas Tire Operations. "Partnering as the Official Tire of the SCCA and SCCA Club Spec furthers our investment in the heart of the racing community while enabling us to deliver peak Potenza performance every single weekend."

Central to the partnership is the [Bridgestone Potenza RE-71RZ](#), an extreme 200TW summer performance tire, engineered specifically for grassroots racing. The tire is designed for blistering fast lap times and responsive control to help drivers push the pace and stay ahead of the competition. Driven by the new Potenza RE-71RZ and its proven predecessor, the Potenza RE-71RS tire, Bridgestone's performance tires have achieved tremendous results across the 2026 season:

SCCA x Bridgestone Potenza 2026 Results

- Captured **75% of class wins (350+)**, **70% of class podiums** and top index honors at **21 of 24 national events** across the 2026 SCCA Solo season.
- Accounted for **70% of eligible entries** (3,300+ competitors) throughout the full season.
- Earned **55% of total event entries** (732 entries) and **80% of the field in eligible street tire classes** (729 of 908 drivers) at the SCCA Solo National Championships, which is the largest grassroots motorsports event in the world.
- Won **36 of 41 classes** (88%), earned **103 trophies** (85%) and **set the event's top overall index time by 0.7 seconds** at Solo Nationals.
- Extended dominance into SCCA time trials, capturing **97% of podium finishes** (38 class wins) and setting **19 class lap records** during the 2026 National Tour season.

"SCCA is honored to partner with Bridgestone and welcome the brand back into our community," said Heyward Wagner, Vice President of Rally, Solo and Experiential Programs. "Bridgestone was a tremendous supporter of SCCA Solo competitors 20 years ago, and many of our members still remember the impact the brand made. That history has paved the way for genuine excitement across SCCA to reunite with Bridgestone, celebrate that shared history and build on it through programs that support accessible, competitive and fun motorsports experiences for drivers at every level."

Bridgestone's commitment to grassroots motorsports is to balance peak functional performance with deep community engagement. By helping deliver the precision and speed current competitors demand on track, the partnership lowers barriers to entry for aspiring racers—fueling the passion of today's enthusiasts while inspiring the next generation of motorsports talent.

Looking ahead, Bridgestone and the SCCA aim to continue collaborating on joint educational programs, trackside support and exclusive member experiences. The partnership will actively support key SCCA initiatives, including Track Night in America, which makes track time accessible to drivers of all skill levels, and SCCA Women on Track, which empowers broader female participation across all facets of grassroots motorsports. Together, these efforts underscore Bridgestone's dedication to empowering accessible, high-performance driving while delivering innovative tire technology to drivers at every level of competition.

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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 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.

About Sports Car Club of America:

The Sports Car Club of America, Inc., founded in 1944, is a 67,500-member motorsports organization that incorporates all facets of autocross, rally and road racing at both Club and professional levels. With headquarters in Topeka, Kansas, the SCCA annually sanctions over 2,000 events through its 116 Regions and subsidiary divisions.

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