

FOR IMMEDIATE RELEASE

Firestone Upgrades a Bestseller with the New Destination LE4 Tire

- The Destination LE4 is the next generation of Firestone's best-selling tire.
- The highway touring tire is engineered for CUVs, SUVs and light trucks.
- The Destination LE4 delivers improved wet performance and longer wear life.



NASHVILLE, Tenn. (Sept. 15, 2026) – Firestone, a subsidiary of [Bridgestone Americas](#) (Bridgestone), today announced the launch of the new Firestone Destination LE4 highway touring tire: the successor to Firestone's best-selling Destination LE3 tire. Engineered with a deeper tread depth, an advanced compound and a non-directional tread pattern, the Destination LE4 delivers longer wear life and enhanced wet and light snow performance.

"Drivers loved the Firestone Destination LE3 for its comfortable, quiet ride and all-season reliability," said Jeremy Norwood, Chief Engineer, New Product Engineering, Bridgestone Americas. "With the new Destination LE4, we enhanced those strengths by extending wear life and improving wet-weather handling, delivering dependable performance, confident control and everyday value."

The Next Era of Unwavering Dependability

As the newest addition to Firestone's bestselling highway touring line, the Destination LE4 builds upon the proven reputation of its predecessor with new features to improve durability and performance. Key benefits include:

- **Extended Wear Life:** Backed by a 70,000-mile limited mileage warranty¹, the Destination LE4 tire combines deeper initial tread depth, as compared to its predecessor, with optimized rib widths that resist irregular wear to prolong tire life. In external testing, the Destination LE4 demonstrated longer tread wear as compared to its competitors and its predecessor, as it is:
 - Projected to wear **16% longer** than the Firestone Destination LE3 tire².
 - Projected to wear **9% longer** than the General Grabber H/T tire².
 - Projected to wear **43% longer** than the BFGoodrich Advantage Control HT tire².
- **Wet and Year-Round Weather Control:** Thinner 3D sipes throughout the tread pattern, as compared to its predecessor, help deliver optimized traction and improved handling in wet and light snow³ conditions for year-round driving confidence. In internal testing, the Destination LE4 demonstrated improved wet and dry stopping performance compared to competitors and its predecessor:
 - A **6.9% reduction in wet stopping distance** (stopping 8 feet shorter) and **7.7% reduction in dry stopping distance** (stopping 8 feet shorter) vs. the Toyo Open Country H/T II tire⁴.
 - A **4% reduction in wet stopping distance** (stopping 4 feet shorter) and **2.1% reduction in dry stopping distance** (stopping 2 feet shorter) vs. the BFGoodrich Advantage Ctrl HT tire⁵.
 - A **2.6% reduction in dry stopping distance** (stopping 2 feet shorter) vs. the Firestone Destination LE3 tire⁶.
- **Enhanced Sustainability Features:** The Firestone Destination LE4 tire features wear-resistance technology to help increase tire life and optimized material usage supports a reduction of raw material consumption. Enhanced traction technology helps provide confident control on the road. Together, these features are designed to deliver uncompromised tire performance while promoting a focus on enhanced sustainability.

Milestones for Firestone Tires

The introduction of the Firestone Destination LE4 tire marks two significant technical milestones for the company. For the first time, engineers at the Bridgestone Americas Technology Center in Akron, Ohio, integrated new manufacturing and material methods into this tire's construction:

- **High-Strength, Lightweight Carcass Architecture:** The Destination LE4 tire features light, high-strength body plies and steel cords within the tire carcass. This structural innovation is engineered to deliver robust durability while maintaining low rolling resistance, supporting overall vehicle fuel efficiency despite the tire's deeper tread depth.
- **Advanced Compound Mixing:** Utilizing an engineered mixing process, the tire's compound achieves greater ingredient consistency throughout the rubber. This enhanced molecular structure boosts overall tread wear, precise handling and wet-surface grip.

Available now in 65 sizes fitting 15- to 22-inch rim diameters, the Destination LE4 provides extensive vehicle coverage within a single product line that surpasses many competitor

highway tires. Engineered to fit select small CUVs, SUVs, pickups and larger trucks, popular vehicle fitments include the Mazda CX-5, Ford F-150, RAM 1500, Chevrolet Trailblazer and Nissan Armada.

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¹ Conditions apply. See [FirestoneTire.com/warranty](https://www.firestone.com/warranty) for details.

² Based on external testing. Wear evaluation performed on 2020 Chevrolet Silverado 1500 vehicles in tire size 265/70R17. Test results were calculated based on the average most-worn groove of a non-rotated set. Actual on-road results may vary.

³ The Firestone Destination LE4 tire is not a dedicated winter tire.

⁴ Comparison based on internal testing of the Firestone Destination LE4 tires vs. the Toyo Open County H/T II tires, in tire size 265/70R17 at 55 MPH. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

⁵ Comparison based on internal testing of the Firestone Destination LE4 tires vs. the BFGoodrich Advantage Ctrl HT tires, in tire size 265/70R17 at 55 MPH. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

⁶ Comparison based on internal testing of the Firestone Destination LE4 tires vs. the Firestone Destination LE3 tires, in tire size 265/70R17 at 55 MPH. Results may vary depending on 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.

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Driver's Question Box

1. What vehicles are Destination LE4 designed for?

The Destination LE4 is designed for CUVs, SUVs and light trucks and is available in 65 sizes covering 15- to 22- inch rim diameters (See Annex A). This lineup offers extensive vehicle coverage that surpasses that of many competitor highway tires, with popular fitments including Ford F-150, Ram 1500, Chevrolet Trailblazer, Mazda CX-5 and Nissan Armada. It is designed to deliver long-lasting wear, confident wet-weather performance and year-round capability for daily commuting, family travel, road trips, and hauling cargo. (Source: [Firestone Destination LE4 FAQ](#))