News Release

FOR IMMEDIATE RELEASE

Firestone Introduces the New Pathway AS Tire with the Brand's Broadest Ever Vehicle Coverage

- **Firestone Pathway AS offers fitments for nearly 77% of registered vehicles, the brand's broadest coverage for any tire in the portfolio.**
- **The all-season touring tire delivers dependable traction, long tread life and year-round reliability for everyday driving.**
- **Firestone Pathway AS offers trusted Firestone quality at an accessible price point.**



NASHVILLE, Tenn. (Nov. 5, 2026) – Firestone, a subsidiary of Bridgestone Americas (Bridgestone), today announced the new Firestone Pathway AS tire. Available in 73 sizes, the Pathway AS offers the broadest vehicle coverage of any Firestone tire. Designed for everyday drivers, the all-season touring tire combines dependable performance, long tread life and value, backed by a 65,000-mile limited mileage warranty[1].

"Most drivers want a tire they can depend on," said Leslie Sawyer, Senior Product Design Engineer, Bridgestone Americas. "The Firestone Pathway AS is designed to deliver reliable performance and long-lasting value, giving drivers the confidence they need in everyday driving situations."

Consumer feedback played a pivotal role in shaping the development of the Firestone Pathway AS, with a focus on improving wet traction, tread life and ride comfort compared with its predecessor. Originally planned for 48 sizes, the lineup was expanded by 25 additional sizes during development to maximize market coverage, helping Firestone reach nearly 77% of registered vehicles.

Building on the strengths of the previous model while addressing drivers' evolving needs, the core features of the new Firestone Pathway AS include:

- **Long Tread Life:** The Firestone Pathway AS tire is built to perform throughout its 65,000-mile limited mileage warranty thanks to a tread compound designed for longevity. Additional sipes and an optimized see-through void help the tire wear more evenly and maintain traction over time to help your dollar go even further.

- **Year-Round Reliability:** Deep interlocking 3D sipes help provide dependable traction in various weather conditions, from light snow to dry and wet pavement. In internal testing, the Firestone Pathway AS demonstrated:
    - An **18% reduction** in wet braking distance vs Uniroyal Laredo HT tire[2].
    - An **11.7% reduction** in wet braking vs Firestone All Season tire[3].
    - A **7.4% reduction** in wet braking vs Toyo Extensa AS2 tire[4].
    - **Shorter** dry braking distances than six leading competitors[5].

- **Engineered for Everyday Performance:** The Firestone Pathway AS tire is designed to deliver a confident, well-rounded driving experience. Its wear resistance helps support long-lasting performance, while low rolling resistance contributes to fuel-efficient performance on internal combustion engine vehicles. Together, these features provide dependable all-season performance for everyday driving.

The new Firestone Pathway AS is available now nationwide. The lineup includes fitments for many of today's most popular vehicles, such as the Toyota Camry, Toyota RAV4, Subaru Outback, Jeep Grand Cherokee and Chevrolet Equinox.

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[1] *Conditions apply. See FirestoneTire.com/warranty for details.*

[2] *Comparison based on internal testing of the Firestone Pathway AS tires vs. the Uniroyal Laredo 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.*

[3] *Comparison based on internal testing of the Firestone Pathway AS tires vs. the Firestone All Season tires, in tire size 215/55R17 at 55 MPH. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.*

[4] *Comparison based on internal testing of the Firestone Pathway AS tires vs. the Toyo Extensa AS2 tires, in tire size 215/55R17 at 55 MPH. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.*

[5] *Comparison based on internal testing where the Firestone Pathway AS tire demonstrated a reduction in dry braking distance of 4.6% vs. the Hankook Dynapro HT2 tire, 5.9% vs. the Yokohama Geolandar H/T tire, 7.4% vs. the Kumho Crugen HT51 tire, 5.4% vs. the Cooper Endeavor Plus tire, and 8.5% vs. the Uniroyal Laredo HT tire, all in tire size 265/70R17 and 55 MPH. Additionally, the Firestone Pathway AS tire demonstrated a 1.6% reduction in dry braking distance vs. Kumho Solus TA51A tire in tire size 215/55R17 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

Is the Pathway AS a good choice if I'm shopping on a budget?
Absolutely! Pathway AS is designed for value-conscious drivers who want dependable, year-round performance at an accessible price point. It combines broad vehicle coverage, a 65,000-mile limited mileage warranty, and features designed to support wet-weather traction and long tread life. Source: Firestone Pathway AS FAQ