

Tires for every kind of customer

Tires account for about 80% of Bridgestone Group sales. We manufacture and sell an extraordinarily varied range of tires. Besides passenger car tires, we also supply tires for trucks and buses, construction machinery and mining vehicles, industrial equipment, agricultural machinery, aircraft and motorcycles.

The conditions in which tires are used vary considerably by region and by application, and this simple fact translates to a vast range of operating performance requirements. In highway driving, tires need to deliver outstanding handling and stability as well as a comfortable ride. On unpaved roads or off-road applications, tires need high-level durability. Tires that are used in extreme conditions such as desert or extremely cold regions demand performance specifications optimized to the particular application.

Recently, the Bridgestone Group has also been responding to the more advanced tire-related needs which arise from the increasingly diverse requirements and lifestyle choices of customers. For instance, in advanced economies with a high degree of motorization such as Western countries, demand continues to increase for high-performance automobile tires, larger wheels and runflat tire systems. Runflat tires continue to function safely at a specified speed for a specified mileage even after a loss of air pressure. Runflats also eliminate the need for spare tires—90% of which are currently thrown away without ever being used. At the same time, we are seeing rising demand from customers for quieter tires and more eco-friendly tires that contribute to better fuel efficiency. Within the commercial vehicle sector, our ultra-low-profile GREATEC brand tires have been recognized as contributing to enhanced fuel economy. This is in part due to the reduction in overall vehicle weight that is achieved by replacing standard dual-tire configurations at the rear with single GREATEC tires on each side.

The Bridgestone Group supplies tires tailored to the needs of every kind of customer. In doing so, we hope to contribute to greater safety and comfort for drivers everywhere.

