

The winter drive tyre with
superior grip performance.
Improved design for wet and frozen surfaces.

NEW NORDIC-DRIVE 001



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The new Bridgestone **NORDIC-DRIVE 001** tyre has been designed for an optimised usage under severe winter conditions. It incorporates Bridgestone's improved anti-slip block technology, with a new block design pattern providing strong traction, excellent stability and shorter braking distance on wet and frozen surfaces for maximum grip on snow covered roads and a safer winter ride.

THE SAFEST CHOICE



All Bridgestone winter tyres and Bandag winter retreads undergo a series of rigorous tests to ensure their capabilities to deliver high safety and quality standards in winter operations. They are specifically designed to provide optimal grip and traction even in the most extreme conditions (rising far above the safety threshold of many alpine-marked tyres), making them the perfect choice for safe driving on winter conditions.

W970 VS NORDIC-DRIVE 001

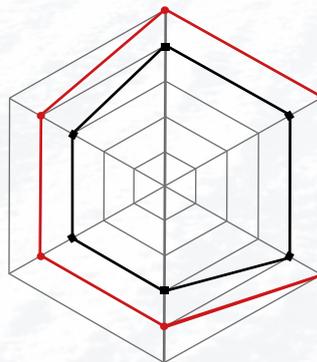
— W970

— NORDIC-DRIVE 001

Increased ice performance for an optimised usage under severe winter conditions

Lower RRC helps to reduce fuel costs

Better stone retention resistance improving the casing retreadability and value



Improved resistance to irregular wear for a longer tyre life

New block pattern design providing strong traction

Shorter braking distance for safer operations on snow and frozen surfaces

PRODUCT TECHNOLOGIES

MULTICELL TREAD COMPOUND



The unique "multicell" tread compound contains microscopic bubbles and tubes which clear water rapidly from between the tyre and ice or snow surface and assure a proper contact of the tyre on the road.



ANTI-SLIP BLOCKS



The **NORDIC-DRIVE 001** incorporates Bridgestone's anti-slip block technology. This feature increases the number of biting edges of each block (x3) for better grip.

This results in

- Excellent performance on snow covered roads.
- High traction & braking on wet and frozen surfaces.



CONVEX BLOCK PATTERN

Convex block pattern design for a decrease in irregular wear.

EXTEND THE LIFE OF YOUR TYRES

Your tyres are a major investment. Which is why Bridgestone helps you maximise your returns by minimising your cost per km over the entire lifecycle of your tyres. Welcome to Total Tyre Life!



AVAILABLE TYRE SIZES

Size	Load index	Speed symbol	Section Width (mm)	Diameter (mm) Overall	Static Loaded Radius (mm)	Rolling Circ. (mm) @ 90 km/h (Tol. ± 2%)	Rim (Inch) Measuring	Rim (inch) Optional	Fuel	ESP	ABS	EURO NC	EURO NC
295/80 R 22.5	152/148	M	299	1058	492	3216	9.00	8.25	E	C	75 dB	✓	✓
315/80 R 22.5	156/150	L	314	1084	504	3295	9.00	9.75	E	C	75 dB	✓	✓
	154/150	M											
275/70 R 22.5	148/145	M	275	963	447	2927	8.25	7.50	E	C	75 dB	✓	✓