Never change a winning tyre
Versatility has never been more important

In this current difficult economic climate, one of the best ways to optimise your transport and fleet operations is to get the greatest possible use out of each one of your trucks. The ability to use your trucks for a wide variety of different types of transport is extremely important as it maximises their use, and we all know that only a truck which is moving is earning.

But using trucks for a variety of different jobs requires tyres which are just as versatile. Tyres which can cope with regional roads, highways and even light on/off road use. Bridgestone's regional tyres offer exactly that kind of versatility to ensure that your fleet keeps rolling and keeps earning.
BRIDGESTONE’S NEW GENERATION REGIONAL TYRES

Truly versatile, truly multi-purpose

Bridgestone’s new generation of regional tyres, the R-STEER 001 and the R-DRIVE 001, are the new generation replacing their highly successful predecessors, the R297 and M729. They are even more versatile, and that’s what counts when you’re optimising your fleet operations.

The new Bridgestone R-STEER 001 and R-DRIVE 001 have been designed to perform under an extremely wide range of use, from highway to light on/off road, and on all types of vehicles. Moreover, all R-DRIVE 001 tyres are suitable for use on mud and fresh or melting snow (M+S), offering better driving performance than standard tyres. The 295/80 R 22.5 and 315/70 R 22.5 sizes are also suitable for winter conditions and therefore marked with the alpine symbol (identifying snow tyres as defined in UN Regulation R117.02).

You can rely on them to deliver excellent performance on a wide range of surfaces and in varying of conditions.

Bridgestone’s new generation regional tyres

Never change a winning tyre
It’s their durability that makes them so versatile

The R-STEER 001 and R-DRIVE 001 use the Bridgestone R&D Center’s most advanced technologies to ensure that they are Bridgestone’s most durable and robust truck tyres yet. It’s this ability to stand up to the toughest use and conditions that makes these new regional tyres so versatile.

Robust casing

Bridgestone’s premium casings have been developed to cope with high stress and to resist deformation. This extremely robust casing is the firm foundation of long tyre life.

It gives the tyre higher resistance to overloading and the ability to cope with poor pressure management.

The benefits:
• Less irregular wear pattern
• Long tyre life
Durability

The R-STEER 001 and R-DRIVE 001 are Bridgestone’s best ever regional tyres and they outperform their successful predecessors, the R297 and M729, in several important respects:

- Longer lasting, further reducing the cost per kilometre
- Lower rolling resistance, reducing fuel consumption
- Excellent grip in wet weather conditions
- Outstanding traction
- Stone ejector reduces stone retention and drilling, which ultimately improves casing retreadability.
- Dual sipe improves wet weather and winter performance and reduces stone retention. This gives excellent handling and improves casing retreadability.
- Square shoulder to reduce irregular wear and ensure stable cornering behaviour. This results in increased tyre life.
- Tie-bar application between the tread blocks increases stiffness which minimises heel and toe wear. This gives a longer service life, as well as reducing tyre maintenance costs and tyre noise generation.
- Groove fence to reduce tyre noise generation.
- Optimised pitch variation reduces pattern noise generation.
- Unidirectional pattern quickly disperses water from the centre of the tyre and into the main grooves, allowing a full footprint in wet conditions. This improves the level of wet handling and braking for enhanced ride comfort and safety. The unidirectional pattern also improves tyre traction.

(*) Results based on internal field evaluations and tests conducted within Bridgestone’s research and development facilities.
New naming information

The new R-STEER 001 and R-DRIVE 001 use Bridgestone's new user-friendly naming system. Designed to make tyre names more transparent and self-explanatory, the new naming logic reflects the two most important aspects of correct tyre use, the surface type (R for regional) and axle (Steer or Drive).
Low cost per kilometre

Premium tyres which help to enhance your operational excellence and lower your costs is what counts nowadays, isn’t it?

Bridgestone’s new generation regional tyres - more versatile, stronger and more durable, higher mileage, and an even lower cost per kilometre than their predecessors.* Never change a winning tyre.

Using reliable, robust and long-lasting casings in combination with superior new tyres ensures a long first life for our tyres, as well as exceptional retreadability. Retreading with premium Bandag products extends tyre life and further reduces the overall tyre cost per kilometre.

This is Total Tyre Life by Bridgestone.

(*) Results based on internal field evaluations and tests conducted within Bridgestone’s research and development facilities.
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2. Any data supplied in this publication is subject to possible revision following the date of publication. Due to the constant advance of tyre technology, the contents of this publication are subject to change without notice.