BRIDGESTONE
Your Journey, Our Passion
Advances in Tire Technology
Some Thoughts from Bridgestone Americas

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Passenger Vehicle Tire Safety Symposium
National Transportation Safety Board
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Introduction

• **Bridgestone Briefly**
  • Globally
  • The Americas

• **Some Key Points About Tire Technology**
  • Performance Minimums
  • Regulations to Accelerate Innovation

• **Some Key Considerations for the Industry**
  • Pressure will Always Mean Pressure
  • Tires + Cars + Technology = Enhanced Traceability
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100 Years and Counting

Shojiro Ishibashi

Founded 1931

Harvey Firestone

Founded 1900
in 6 tires made in the world is manufactured by Bridgestone Group
Largest Tire & Rubber Company in the World

Global Group Sales: US $36 billion

Diversified Products
$5.57 billion

Tires
$30.98 billion

Net Global Sales (2013)
Largest Subsidiary of Bridgestone Group

(Sales by Geographical Segment)

Source: 2013 Annual Report
Bridgestone Americas – A Diverse Footprint

- Firestone Natural Rubber
- Firestone Fibers and Textiles
- Bridgestone Americas Tire Ops

- Bridgestone Retail Operations
- Firestone Building Products
- Firestone Industrial Products
It’s All About The BOSS
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Performance Minimums Needed

**Emphasis on Rolling Resistance**
Performance Minimums Needed

Labeling Acknowledges Trade-offs

Minimums will also help consumers make best decisions
Regulations Can Accelerate Innovation

Technical Innovation Needs “Regulatory Innovation”

Senate Report 1301 (1966): …at least once every 2 years, as Federal safety research and development matures, the Secretary is directed to issue new and revised standards … the new and revised standards are expected to be performance standards, specifying the required minimum safe performance of vehicles but not the manner in which the manufacturer is to achieve the specified performance … Manufacturers and parts suppliers will thus be free to compete in developing and selecting devices and structures that can meet or surpass the performance standard.

The Secretary would thus be concerned with the measurable performance of a braking system, but not its design details. Such standards will be analogous to a building code which specifies the minimum load-carrying characteristics of the structural members of a building wall, but leaves the builder free to choose his own materials and design. Such safe performance standards are thus not intended or likely to stifle innovation in automotive design.
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Pressure is Pressure – And Needs to be Maintained

Tire Pressure Maintenance is Critical

c) Press the tire gauge straight and firmly until the scale extends.
Pressure is Pressure – And Needs to be Respected

Tire Pressure Maintenance is Critical – Consumer Behavior is KEY
Tires + Cars + Technology = Enhanced Traceability

Target is 100%

Vehicle

Target is 100%

Tire

Effectiveness Can Be Increased
What if We Had RFID Tags in All Consumer Tires...?

Tires + Cars + Technology = Enhanced Traceability

Police Equipped With License Plate Cameras

Oil Changes, Tires Rotated or Car Repairs

Tollbooth Cameras

“Photo-Enforcement” Intersections

DMV
Goal is Tracking Down Recalled Tires

WARNING: This vehicle is equipped with a RECALLED tire on the LR position.

TireCo TreadTrac LT275/70R18 125/122S
Load Range E Black Sidewall   DOT P5 15 46YB 4307

Call TireCo Customer Relations at 888.788.2168 for replacement instructions.

Dear Mr. Smith:

A TireCo TreadTrac tire that is currently subject to a manufacturer’s recall was detected on a vehicle registered in your name at the Ohio Turnpike / Interstate 71 tollbooth on September 10, 2013.

The manufacturer has determined that this tire has a defect which relates to motor vehicle safety. It is vital that you have this tire replaced.

Please call TireCo customer relations at 888.788.2168 for the location of the service center nearest you and to set up an appointment. You are entitled to a FREE replacement of this tire, plus FREE installation and balancing.
Government & Industry Collaboration Driving Improvement:

• Modernize FMVSSs related to tires so as not to inhibit introduction of new technology.

• Combined consumer EDUCATION with consumer PROTECTION (thresholds for minimum rolling resistance and wet grip).

• Incentives / requirements for improved TPMS.

• Create / maintain nationwide database of recalled tires and standardize the data infrastructure to enhance consumer compliance with tire recall campaigns.
http://www.tiresafety.com/

Bridgestone is pleased to present TireSafety.com in the interest of public safety.

Proper tire maintenance is an important safety function often neglected. The importance of properly maintaining your tires cannot be overemphasized. Remember, tires are the only contact between your vehicle and the road.

Under inflation is the leading cause of tire failure. Using the interactive tire pressure demo you can easily see how a tire can be as much as 50% less under inflated before it is visibly noticeable. Not only are under inflated tires more prone to damage and failure, but they can lead to higher fuel costs by as much as 3 to 5¢ per gallon.

Be sure to sign up for free monthly email reminders to check your air pressure, if you haven’t already. As you make your way through the site you’ll find a wealth of information on tire construction, sizes, classifications, replacement, driving tips and most importantly, proper tire maintenance.

http://www.teensdrivesmart.com/