

EQUIPMENT : BRIDGESTONE POTENZA RE070

Bridgestone Potenza™ RE070 tires have been chosen as original equipment on the new ultra-high performance 2004 Subaru Impreza WRX-STi which debuted in showrooms this summer. The company provides its Potenza RE070, an ultra-high performance max-traction summer tire in size 225/45R17.

"We are very pleased to have been named an original equipment supplier for this performance flagship of the Subaru line-up," said Michael Martini, president, OE Consumer Tire, Bridgestone/Firestone North American Tire, LLC. "Our Potenza RE070 is a perfect complement to the ultra-high performance specifications of this new vehicle."

Martini added that the Potenza RE070 is a new product, developed specifically for sport performance original equipment applications. "Our engineers worked with Subaru to design an asymmetrical tread pattern, which was specially tuned to this application," he said. The Potenza RE070 is W-speed rated and provides ultimate high grip, accurate response and maximum cornering capabilities. It carries a UTOG rating of 140 for treadwear, and an A each for traction and temperature. The Bridgestone Potenza RE070 in size 225/45R17 for the Subaru Impreza WRX-STi has also been developed for use in the Japanese market.

The all-wheel drive Subaru Impreza WRX-STi is designed to

Bridgestone Potenza RE070 for Subaru Impreza WRX-STi

appeal to the serious driving enthusiast and incorporates motorsports technology drawn directly from Subaru's experience in World Rally Championship racing. It is engineered to deliver world-class sports car levels of acceleration, handling and braking, and will serve as the performance flagship of the Subaru line. STI stands for Subaru Tecnica International, the automaker's high performance and motorsports subsidiary.

Subaru is the only car company that offers symmetrical all-wheel drive as standard equipment on every vehicle in its product line. Subaru has been the best-selling import wagon in America for the past 20 years, based on R.L. Polk & Company new vehicle retail registration statistics calendar year-end 2002.

The Bridgestone Potenza RE070 is available in Arizona at:

TIREXCHANGE, INC.

Performance Tires and Wheels

15485 N. 84th Street - Scottsdale AZ 85260

1-800-766-2588 - 480-596-9655

