

All-new Fuzion™ ZRi Performance Tire Line Debuts at SEMA Show

The Fuzion™ ZRi, designed specifically for the enthusiast and tuner markets, is being introduced by Bridgestone/Firestone North American Tire, LLC (BFNT) at the SEMA (Specialty Equipment Market Association) Show this week (Booth #41917).

The Fuzion ZRi, a new brand from BFNT that addresses this fastest growing segment in the performance tire market, will be available to retail customers in spring 2004. "We are very excited about the new Fuzion brand of tires," said Phil Pacsi, executive director, North American Consumer Tire Brand Marketing, BFNT. "This is our first tire designed specifically to appeal to the tuner market segment."

The new W- V- and H-speed rated Fuzion ZRi features a directional tread pattern for great looks and optimum handling. The tire launch is backed with a major marketing initiative, including a new website, www.thefuzionzone.com, complete with an exciting

interactive on-line racing game, Pacsi added.

The tire, engineered with the company's exclusive UNI-T® technology, will be available in more than 30, 16- to 20-inch, 30- to 60-series sizes. UNI-T is an acronym for "Ultimate Network of Intelligent Tire Technology" found only in Bridgestone, Firestone, Dayton and select associate brand tires. One of its core technologies is a Computer Optimized Component System, CO-CS®, which uses a super computer to help determine an ideal combination of tread design, casing shape, materials and construction for a particular application. Tires with UNI-T have a special O-Bead® that eliminates overlapped joints in the bead assembly, improving the way a tire interacts with the rim, and providing a rounder assembly for improved stability. The use of L.L. Carbon®, or Long Link Carbon, an advanced form of carbon black, produces a stronger tire, better able to resist cracking, chipping, tearing and excessive wear.

The Fuzion™ ZRi 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

FUZION • ZRi

2003 Civic Si project vehicle is the face of the new "Fuzion" brand tuner

Bridgestone/Firestone North American Tire, LLC (BFNT) unveiled a new project image vehicle, the 2003 "Fuzion" Civic Si, in its exhibit (booth #41917) at the SEMA Show in Las Vegas.

The project car, built under the direction of Robert Wilson of Modern Image Signworks, Huntington Beach CA is designed as a showcase for the company's new Fuzion™ brand of performance tires, aimed at the growing tuner market.

"Our 'Fuzion' Civic project is an exciting way for us to promote our new Fuzion line of performance tires," said Phil Pacsi, executive director, North American Consumer Tire Brand Marketing, BFNT. "We conceived this project as something to which our target audience of tuners can easily aspire." Conceived as a "super-trick street ride,"

the Civic features an array of body, engine, performance and custom interior enhancements, as well as a state-of-the-art stereo/video installation and custom paint scheme, expertly applied by the renowned Bernt Karlsson of Customz by Bernt.

Following the SEMA Show, the car will be exhibited at a host of Bridgestone/Firestone events and product launches across the country, and other automotive lifestyle shows. The car is also featured on the company's new Fuzion website, www.thefuzionzone.com.

The following companies have supplied product for the vehicle: AEM, Auto Meter Gauges, Cobra Seats/Sube Sports, Customz by Bernt, Fidanza Engineering, FLUIDYNE High Performance, Global Accessories, Inc., Kaminari USA, Konig Wheels, Luxaura Light Guide, MBRPinc Performance Exhaust, Modern Image Signworks, MOMO Automotive Accessories, Nitrous Express, Optima Batteries, Pioneer Electronics, Stainless Steel Brakes, SmarTire pressure monitoring system, SPAL Advanced Technologies, Specialized Powder Coating, Stitchcraft Custom Interiors, Tein USA, Thermal Flex, Inc., Valspar/House of Kolor, and Wilwood Engineering. ■

