

ULTRA-HIGH PERFORMANCE BRIDGESTONE POTENZA® RE050

Bridgestone again expanded its performance lineup when it introduced the Potenza® RE050 at the SEMA (Specialty Equipment Market Association) Show in Las Vegas this winter. With a tread design that combines race-inspired technology with rain tire characteristics, the W- and Y-speed rated Potenza RE050 delivers excellent dry and wet handling, sporty responsiveness and a comfortable, quiet ride. In developing the Potenza RE050, Bridgestone turned to a motorsports heritage that includes six consecutive World Championships in Formula One racing by teams on Bridgestone tires. By combining technology derived from the grooved tread design of the Potenza Formula One dry tire and the renowned Potenza F1 rain tire, the Potenza RE050 delivers both excellent grip on dry roads and surefooted traction in the wet.

VERSIONS INCLUDE RUN-FLAT, ASSYMETRICAL

The Potenza RE050 tire line carries a UTQG rating of 140 for treadwear, A for traction, and A for temperature. It is available in 25 popular 17-, 18- and 19-inch sizes.

A companion Potenza RE050 run-flat tire is available in 8 popular 16- through 18-inch sizes for vehicles specifically designed to use run-flat tires.

Bridgestone also is introducing a com-



panion Potenza RE050A, with an asymmetrical tread pattern, which combines large, outside elements for improved handling with smaller, inside elements for water evacuation. The asymmetric tread also allows for easy tire rotation, to help prevent irregular wear.

OEM VEHICLE APPLICATIONS

The Potenza RE050 has been selected as original equipment for premium vehicles including the BMW 5- and 6-Series, the BMW Z4; the Porsche 997; the Mercedes Benz C-, E- and S-Class; the Audi S6 and the super-high performance Enzo Ferrari.

Potenza RE050 tires are also now found on one of the most striking sports cars on the road today—the 2004 Honda S2000, in size P215/45R17 87W for front and P245/40R17 91W for rear fitment, carrying a W-speed rating and the same UTQG ratings of 140 for treadwear, A for traction and A for temperature.

UNI-T® and CO-CS®

UNI-T® stands for "Ultimate Network of Intelligent Tire Technology" found only in Bridgestone, Firestone, Dayton and select associate brand tires. One of its core technologies is the CO-CS® Computer Optimized Component System, a super computer that helps determine each ideal combination of tread design, casing shape, materials and construction for a particular application. Tires with UNI-T® have an 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.

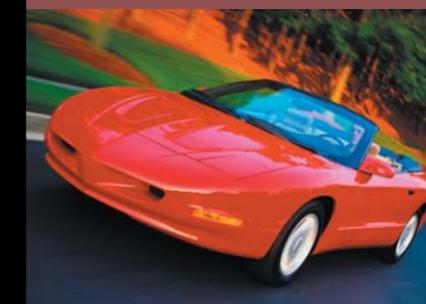
The Bridgestone Potenza® RE050 is available in Arizona at:

TIREXCHANGE, INC.

Performance Tires and Wheels
15485 N. 84th Street
Scottsdale AZ 85260
1-800-766-2588
480-596-9655 ■



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