**Bridgestone Australia**

A subsidiary of Bridgestone Corporation – the largest tyre manufacturer in the world – Bridgestone Australia’s Australasian head office is based in Adelaide, South Australia.

Bridgestone Australia is a major supplier to the Australasian automotive industry, providing an extensive range of quality tyres, carefully developed to suit local conditions. The company is supported by an employee network of more than 1,500 people across Australia and New Zealand.

Bridgestone Australia also manufactures, wholesales and retails quality truck retread products through its Bandag network, the world’s leading retread brand.

Bridgestone strives to be trusted by the community and valued by its employees. With this in mind, all operations are guided by a mission of Serving Society with Superior Quality.

**Global might, local expertise**

The Bridgestone brand has a global reputation as the tyre industry market leader, renowned for producing quality products and being at the forefront of technology, innovation and continuous improvement.

No other tyre brand can match Bridgestone’s global strength, research and development focus and specific in-country testing to ensure the products that we offer to the Australian market are ideally suited to our unique conditions.

By partnering with Bridgestone, your business will benefit from the skill and expertise of our Australian operation as well as the global resources and knowledge of the Bridgestone brand internationally.
The Bridgestone Total Tyre Management program delivers a comprehensive solution to your tyre needs. With market-leading products, a detailed plan developed specifically for your business and ongoing advice from our team of experts, we will help you achieve the best CPK possible.

Beyond this, the Bridgestone Total Tyre Management program offers unprecedented service levels – with nationwide servicing vehicles, 1,000 Bridgestone and affiliated tyre outlets and 24/7 emergency support, help is always at hand.

Bridgestone’s Total Tyre Management program is more than a business solution; it’s a business imperative.

**24/7 support**
Bridgestone’s Emergency Tyre Assistance service provides 24/7 support through our 1300 number.

**Central invoicing**
No matter which store you deal with throughout our network, we’ll make sure you receive your contractual terms on one easily manageable statement.

**Mobile servicing**
With a fleet of 280 service vehicles, we come to you to provide a range of on-site services including, but not limited to, pressure checks, tread depth readings and rotations.

**A store near you**
With 1,000 Bridgestone and affiliated dealers across Australia, all your tyre and servicing needs will be available at a store near you.

**Qualified experts**
Bridgestone tyre fitters undergo comprehensive training and that means the people who service your trucks are not only highly skilled and qualified, they’re the best in the business.

**Monthly reporting**
Our detailed reporting capabilities will ensure you maintain a clear picture of your tyre usage, CPK data and more – designed to keep you informed and ahead of the game.

**Online data access**
With online access to your fleet data, you’ll be able to check in anywhere, anytime with our B-Fleet system providing insights into monthly tyre usage and cents-per-kilometre, individual vehicle cost analysis and more.

**Environmental credibility**
Bridgestone has a clear commitment to the environment. Partner with us and you can be assured you’re working with a company dedicated to creating a healthier environment for current and future generations.

**A leading brand**
Partnering with Bridgestone means you will be supplied with quality products developed specifically for Australian conditions. It also gains you access to global expertise and resources from the world's leading tyre brand.

www.bridgestone.com.au
Bridgestone’s Total Tyre Management program offers a number of benefits all designed to deliver important improvements and efficiencies for your business.

- Like you, our aim is to keep your fleet on the road as much as possible. With 24/7 support, mobile servicing and a 1,000-strong retail network, we can provide your business with an unparalleled level of customer service.
- Ensuring your fleet is operating as efficiently as possible is equally as important. Our monthly reporting and live data collection capabilities provide us with all the information to make this happen. With plans developed around the needs of individual vehicle applications, we can recommend the right product mix to deliver maximum efficiency and the best CPK for your business.
- We will work with you to implement a tailored plan, designed specifically to suit your business needs. This plan will identify where savings can be achieved and what product type, size and construction is most suitable.
- Invoicing is an area that can take time and resources away from other valuable areas of your business. Our centralised invoicing system means you will receive one clear, itemised statement – making the payment process simple and easy, regardless of the size of your fleet.
- By partnering with Bridgestone you can take the worry and guesswork out of what products to run your fleet on – not only will you be choosing quality products made by the market-leader, you will be choosing products designed specifically to suit local conditions.
- Our highly qualified and experienced team will interpret your data reports before providing in-depth analysis designed to help deliver the best tyre solutions for your needs.
- Our tyre fitters undergo comprehensive training and they’re the best at what they do – this means you can rest assured your fleet will always be serviced efficiently and effectively by expert people.

Monthly reporting
Our reporting capabilities will ensure you maintain a clear picture of your tyre usage, CPK data and more. As the sample report below shows, we can provide detailed analysis and reporting – all designed to help improve your bottom line.

Spending by Product Group

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<th>Month</th>
<th>Others</th>
<th>Wheels &amp; Rims</th>
<th>Labour</th>
<th>LTR Tyres</th>
<th>Parts &amp; Accessories</th>
<th>OB Tyres</th>
<th>Retread</th>
<th>TBR Tyres</th>
<th>Casings</th>
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Improve your bottom line
Total Tyre Management offers support wherever you need it, whenever you need it. Our Bridgestone and affiliated dealer network includes more than 1,000 stores supported by 280 mobile service vehicles. You’ll also have access to the skills and expertise of 13 technical engineers and a 24/7 emergency support number.

A team of experts

The Total Tyre Management team has been structured to ensure you have access to the right level of support whenever you need it – with locally-based team members for day-to-day contact and national managers providing high-level analysis and support.

Bridgestone Australia has a team of 13 technical engineers based across the country, working closely with our customers and supported by the national team in Adelaide. As part of our commitment to this industry, we continuously review the market and plan for future product requirements.
Why Bridgestone?

There's a reason some of the largest and best-known transport operators choose to partner with Bridgestone – as the world's leading tyre brand, our products speak for themselves.

Bridgestone invests millions of dollars in tyre research and development and this means we have a range of innovative, hi-tech and cost-effective solutions for the many challenges faced by the modern transport operator.

Whether you’re hauling freight on the highway, moving livestock off road on, navigating heavy loads through urban areas or taking passengers around the suburbs or interstate, we have a tyre for every application.

Premium line up

Our Premium product range, which includes the number one steer tyre on the market, is readily available and widely used by fleets across Australia.

Ecopia

For fleet owners, our Ecopia tyres can potentially deliver a saving of hundreds of thousands of dollars in fuel costs.

Testing shows that tyre rolling resistance accounts for up to 33% of fuel consumption and more than 90% of this resistance comes from the drive and trailer tyres. Bridgestone Ecopia low rolling resistance drive and trailer tyres can deliver fuel savings of up to 6%.

Ecopia tyres also benefit the environment by helping to reduce CO₂ emissions.

The Bridgestone Ecopia M749 drive and R109 trailer truck tyres provide the perfect solution to help you reduce fuel costs without compromising on tyre performance. Both offer a comparable wear life to premium tyres and do not compromise when it comes to durability, irregular wear resistance or wet performance.

Bandag retreads

Bandag Manufacturing Pty Limited is a wholly owned subsidiary of Bridgestone Australia Limited and operates under license to Bandag Incorporated. Bandag is the number one tyre retreading brand in Australasia and has been helping customers lower their total tyre costs for more than 45 years.

Bandag is the only company in Australia to manufacture pre-cured tread locally. The company produces more than 600,000 retreads each year, using a unique cold cure retreading process designed to extend the life of the tyre and ensure total quality control and reliability.

Thanks to state-of-the-art shearography technology, Bandag is able to detect any product defects before releasing to the market.

Bandag offers:

- A complete range of retreads to suit all applications;
- The highest quality retread product on the market; and
- A premium low rolling resistance range which delivers increased fuel savings when coupled with Ecopia casings.

Bridgestone Ecopia products capitalise on reduced rolling resistance to deliver real fuel savings, with comparable wear life, better profitability and important environmental benefits. Combine this with our Bandag LRR retreads and we have a complete, quality tyre solution to suit your needs.
Bridgestone and the environment

At Bridgestone, we believe it’s our responsibility to help ensure a healthy environment for current and future generations. We’re constantly looking to minimise the environmental impact of our products and our manufacturing processes and we have a number of important initiatives to help us achieve this goal.

Ecopia

Our Ecopia tyres represent an eco-friendly, fuel saving solution which can reduce CO₂ emissions. The Ecopia compound is the result of global research and development into low rolling resistance technology. Put simply, rolling resistance is the force required to roll a tyre. Lower rolling resistance means less fuel consumption and lower CO₂ emissions – and that’s good for everyone.

Bandag retreads

Instead of disposing of tyres with worn out treads and good sidewalls, they can be remanufactured and put to work again and again. In addition to saving tyre casings from ending up as waste, retreads have another important environmental benefit – as the graph below shows, production of a retread requires significantly less oil than production of a new tyre. In short, when you choose Bandag retreads you choose to make a real contribution to the sustainability of our environment.

This is further supported by a significant environmental commitment at Bandag’s Wacol manufacturing site. The business has invested in a number of important environmental initiatives, including:
- installing rainwater collection tanks with a storage capacity of up to one million litres, providing water for the manufacturing process;
- fitting two 100 kilowatt solar power systems to reduce greenhouse gas emissions; and
- plans to recycle 200 tonnes worth of tread scrap annually, as well as a host of other activities.

Reduce, Reuse, Recycle

Bridgestone Select and Bridgestone Service Centre stores use accredited Australian Tyre Recycling Association members to collect and recycle old tyres. Their Code of Conduct compels them to store and dispose of waste tyres in a way that’s ethical, environmentally friendly and authorised by the Environment Protection Authority. This recycling program diverts tyres from landfill or shipment overseas where they are burned as fuel, instead creating rubber crumb that is used in everything from playground and road surfaces to tile adhesives and compound for new tyres.

Tyre Stewardship Australia

Bridgestone Australia is a member of Tyre Stewardship Australia which, under its Tyre Stewardship Scheme, aims to reduce the amount of end of life tyres damaging the environment via landfill, illegal dumping or undesirable export while increasing the recycling rate of end of life tyres.

Our products deliver real ways to reduce CO₂ emissions. Partner with Bridgestone today to strengthen your environmental credibility.
**Bridgestone Total Tyre Management**

*Better for your business, better for the environment. Call us today to start improving your bottom line with a tailored tyre management plan.*

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