



BRIDGESTONE

World market leader increases commitment to Olympic movement

Bridgestone, the tyre manufacturer, presented not only its brands Bridgestone and Firestone in Geneva, but also its further commitment as so-called TOP Partner of the International Olympic Committee (IOC).

In June 2014, Bridgestone already became official Worldwide Olympic Partner of the IOC. In the framework of a 10-year partnership, Bridgestone was a TOP Partner during the Olympic Games in Rio in 2016 and will support the Olympic Winter Games in PyeongChang in 2018, the Olympic Games in Tokyo in 2020, where the headquarters of the company are based too, the Olympic Winter Games in Peking in 2022 and the Olympic Games in 2024. Furthermore, the long-term partnership includes support for the next three Olympic Youth Games, the IOC and the National Olympic Committee around the world.

Paolo Ferrari, CEO & President at Bridgestone EMEA, announced the start of the Olympic partnership in the EMEA regions during the Bridgestone press conference at the International Auto Show in Geneva. Christophe Dubi, Olympic Games Executive Director at IOC, was also present. "We at Bridgestone would like to support each individual to pursue his or her dreams with our long-term commitment as TOP Partner and as part of the Olympic movement", Paolo Ferrari says about the start of the partnership. "We think that this is a strong message and you will see how we are going to put this partnership into practice in the next months. I am of the opinion that sport has a universal attractiveness and this is exactly what we need in our region. This partnership will add emotion to our brand."

"When athletes pursue their dream, a huge amount of cooperation is necessary,



Christophe Dubi (l.), Olympic Games Executive Director at IOC, and Paolo Ferrari, CEO & President at Bridgestone EMEA, explained the long-term partnership in detail during the press conference.

and we are happy to have TOP sponsors being interested in investing into the Olympic brand and in supporting us", Christophe Dubi explains the announcement.

Drive Guard

Since the presentation of the DriveGuard and DriveGuard winter tyres in Geneva last year, the tyre manufacturer has been able to look back at an extraordinary year. The tyres won prizes in Germany, the United Kingdom, Ireland, Portugal and France.

The topic of innovation also plays an important role in the exhibition of the latest run flat technology and the ECOPIA tyres with Ologic. Each of the presented tyres has detailed descriptions of the key product features. The new Aston Martin DB11 with its 20" Potenza S007 sports tyres is an eye-catcher, for which Bridgestone was selected as exclusive original equipment company. The Potenza S001 - as well as the latest generation of the Turanza T001 tyres - are part of the premium segment too.

Firestone

The brand Firestone has existed for more than a 100 years. Since 2014, the brand has specifically been distributed in Europe. Three innovations presented the brand Firestone in Geneva.

The Firestone Roadhawk for passenger cars received the coveted TÜV SÜD certification mark and can show good grades for wet grip (EU tyre label: A) and for performance in dry braking (EU tyre label: C). The Firestone SUV summer tyres Destination HP for 4x4 offers good mileage, fuel efficiency and good stability on wet and dry roads.

Professional drivers of light trucks and vans will find similar robustness, durability and life time with the Firestone Vanhawk 2, as these features were also responsible for the popularity of its predecessor, the Vanhawk. Moreover, better grip on wet roads and reduced fuel consumption as well as the EU tyre label "B" for wet grip and "C" for rolling resistance (beforehand G, F and E) characterize all the different dimensions. (oth)



Three new tyres, the SUV summer tyre Destination HP (f.l.), the Vanhawk 2 for vans and the Roadhawk for passenger cars presented the brand Firestone.

GOODYEAR DUNLOP

Intelligent ball

Goodyear presented again two innovative concept tyres at the Geneva International Motor Show. Furthermore, both premium brands, Goodyear and Dunlop, were particularly put in the limelight.

The concept tyres make the vision of future tyre technologies tangible, when cars are supposed to drive fully autonomously and will have to take spontaneous decisions in unknown road traffic situations. The tyre will play here a crucial role as the only interface between vehicle and road. It will be able to make important information on e.g. road surface available. Moreover, this year's concept tyres reflect a new attitude towards mobility, which may be offered as a form of service by autonomously driving and electrically powered fleets in future cities.

At last year's Auto Show, Goodyear already caused a sensation with its ball tyre. The Eagle 360 Urban is a forward-looking further development of the ball tyre. It is Goodyear's first ball-shaped tyre with artificial intelligence, which is able to feel, to take decisions, to adapt to driving situations and to interact. It is produced by 3d print. Goodyear shows how innovative tyre tech-

nologies could be able to contribute in a modern future with autonomous vehicles and ridesharing in urban centres.

The Eagle 360 Urban is a ball tyre with artificial intelligence as brain. Together with a bionic exterior skin and a changeable tread pattern the Eagle 360 Urban is able to immediately put the information, which it collects, into driving practice. Thus, the tyre will become part of a nervous system, which will steer a future car and will take part in the Internet of things. Within seconds, it will be able to adapt to new situations and to situational needs of fleets and its users in the sense of "mobility as service".

This new visionary generation of concept tyres offers an enormous added value to partners from original equipment and suppliers of "mobility as service", as it minimizes downtime of vehicles and optimizes vehicle maintenance in a proactive way. The tyre is able to precisely determine its current condition and future wear. Moreover,

commuters will benefit from self-learning algorithms in autonomous vehicles and more safety on the road.

IntelliGrip Urban

The concept of IntelliGrip Urban focuses on the future generation of autonomous electric vehicles, which will be used via so-called ridesharing – a form of public carpools – in future urban centres.

Concept tyres dispose of progressive sensor technology supporting control systems in autonomous vehicles and thus tremendously contributing to driving safety. The IntelliGrip Urban is smaller than a standard tyre and has a bigger diameter ("tall and narrow"), which reduces rolling resistance and increases energy efficiency of fleets. Furthermore, the form of the tyre improves protection against aquaplaning. This enables developers to reduce the number of grooves in the tread, and thus, decreases noise development and raises mileage of the tyre. (oth)

The concept of IntelliGrip Urban focuses on future generations of autonomous electric vehicles.



Jürgen Titz (l.), Group Managing Director Germany, Austria and Switzerland, and Jean-Claude Kiehn, President for Europe, Middle East and Africa (EMA) at Goodyear Dunlop, are presenting the Eagle 360 Urban.



PIRELLI

Design tyres and Cyber Technology

The Italian tyre manufacturer presented even two remarkable innovations with coloured design tyres and a pioneering technology in Geneva.

The Pirelli colour edition was developed in order to meet the increasing demand of prestige and premium customers for individualization possibilities of products. This stands for a particular specialty being in line with company-owned technologies like PNCS (Pirelli Noise Cancelling System, a system for noise reduction), Run Flat and Seal Inside (a technology, which enables tyres to repair themselves in case of punctures). All these are results of Pirelli's monitoring of customer trends and market research, which are continuously carried out and confirm a growing demand for individualization possibilities of products.



Thomas Hanel, Head of Material Development, and Jennifer Tonin, Sales and Marketing Director of Cyber Tyres, presented the two innovations.

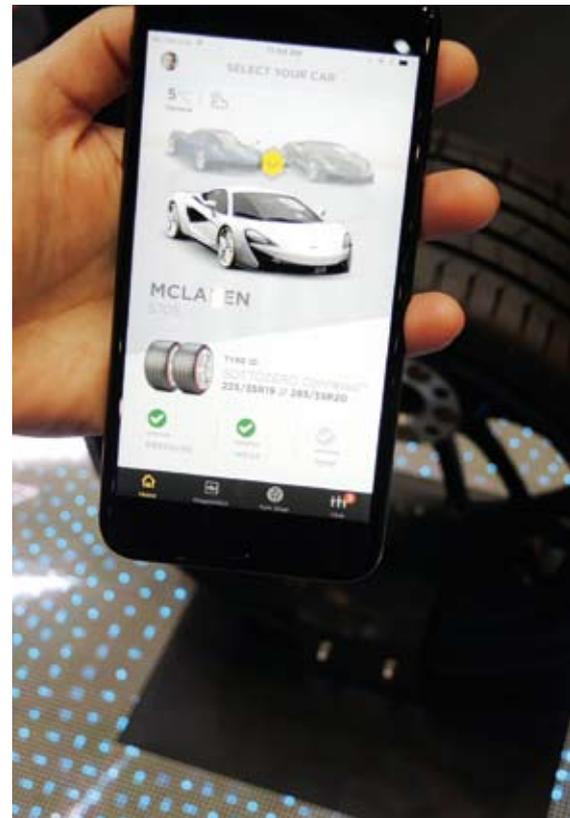
From now on, coloured tyres of the models P Zero and Winter Sottozero can be pre-ordered for the prestige segment from 19-inch size upwards. The basic colours of the coloured edition are red, yellow, white and silver. These tyres were not only presented at the Pirelli stand, but could also be seen mounted to some of the most eye-catching vehicle models of the Geneva International Motor Show. Apart from the basic colours any other colour from the Pantone colour system will be available for the tyres upon demand. Pirelli's groundbreaking and exclusive technology will enable durability of the colour finish. Engineers made use of experiences from Formula 1, where coloured Pirelli tyres have been used since 2011 in order to optimize a pioneering identification system. Above all, they succeeded in designing a new material serving as a protective barrier as it keeps the brilliance of the colours and protects them from fading because of age and daily use. This works without having any impact on the performance of the tyres.

In the last months, the first coloured edition of the P Zero tyres was launched as concept version of vehicles from Pagani, Lamborghini and McLaren. From summer on, the tyres will be available for brands like Ferrari, Aston Martin, Porsche and Bentley. In the near future, the coloured edition will be extended for vehicles of the premium segment of worldwide renowned car manufacturers.

Cyber Technology

The concept Pirelli Connesso offers drivers of the tyres Pirelli P Zero and Pirelli Winter Sottozero from 19-inch size upwards either black or coloured editions. Moreover, a platform was integrated which is able to communicate with the car driver via an app. This is enabled by a sensor, which is embedded in the interior wall of the tyre. The app provides the driver with important information on the current condition of the tyre like tyre pressure, temperature or tread depth and also offers several personalized services.

When replacing worn-out tyres in the future, car drivers will not only be able to choose the standard versions of the P Zero or the Winter Sottozero, but will get an additional variety of choices with the possibility of



The concept Pirelli Connesso will offer useful information via an app in any place at any time.

combining sensors and colours at customer's option as well.

First of all, Pirelli Connesso will be available as P Zero and Winter Sottozero tyres from 19-inch size upwards for vehicles of the prestige segment. From summer on, Pirelli will offer the new product line in the USA, where the platform was developed in cooperation with leading companies from the digital industry. After that, Pirelli Connesso will also be sold in the main markets in Europe and the Far East.

These two innovations emphasize Pirelli's role as leading player in the digital tyre world. Additionally, they are parts of the "tailor-made strategy" of the Italian company aiming at developing tailor-made tyres for every car driver. They are supposed to meet both the requirements of product individualization and the highest demands in the categories of safety, performance and fuel consumption.

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APOLLO VREDESTEIN

Premium with Vredestein

Apollo Vredestein, the worldwide operating tyre manufacturer, uses the Geneva International Motor Show in order to advertise its two brands and to document its competence concerning original equipment.

The tyre manufacturer presented the Jaguar F-Pace, a Sport Utility Vehicle (SUV) of the latest generation, equipped with the Vredestein Ultrac Vorti as eye-catcher. The tyre is available in sizes from 17 to 24 inches and disposes of the speed index Y (300 km/h). Moreover, Vredestein offered the Ultrac Vorti R produced from 19 to 21 inches. Certainly, the all-season tyre Quatrac 5 was presented too as it had only recently been characterized as ideal all-round talent by Auto Bild allrad.

Twenty years ago, Vredestein launched the first all-season tyre and finally presented Vredestein Quatrac 5 in 2014. This product benefitted from more than two decades of know-how and valuable experiences in the area of all-season tyres. It is based on cutting-edge technology of current Vredestein summer and winter tyres. The Vredestein Quatrac 5 is available up to speed index Y, which means that it is able to reach an unachieved speed of up to 300 km/h in its category.

The Vredestein Quatrac disposes of the snowflake symbol "M+S". Thus, the Vredestein Quatrac 5, which is available in sizes from 13 to 19 inches, fulfils all the requirements of countries where winter tyres



Certainly, the comprehensive range of tyre products of the brand Apollo was presented.

are mandatory. Altogether about 190 sizes are sold.

Fleet business

Fleet business plays a crucial role in

Vredestein's strategic plans. In the meantime, the company has shown very active commitment in this segment and wants to start further cooperations. The expansion of this business area will of course have an impact on the business of regional specialized tyre dealers. The refitting of big fleet customers does not take place in any centralized way, but at the premises of several regional tyre partners. "As a consequence, the existing tyre network of Apollo Vredestein pays off, as many powerful regional dealers are integrated", says Michael Lutz, Managing Director of Apollo Vredestein GmbH Deutschland. Thus, they guarantee quick and timely refitting of the whole fleet during the respective changeover period. "At the same time, our different regional tyre partners have also been in a better position because of fleet cooperations, which Vredestein established as a system partner", stresses Lutz. Consequently, Apollo Vredestein's whole package of good service and positive experiences with tyres plays a crucial role. (oth)



The SUV Jaguar F-Pace was an extraordinary eye-catcher.