



BRIDGESTONE

New premium touring tyre Turanza T005

Bridgestone proudly presented the new premium touring tyre Turanza T005 to dealers and press representatives in Athens. The manufacturer set up a historic link to its current commitment as partner of the Olympic Games with its product launch in Greece.

The Bridgestone family is getting a new member: As of next year, the premium touring tyre Turanza T005 will complement the manufacturer's broad portfolio. During the international launch, Bridgestone did not only present the key facts of the new tyre, but also invited its partners to get their own ideas of the wet talent on different test tracks. "The Turanza T005 convinces because of its outstanding performance on wet roads, low fuel consumption and high mileage", reports Jakob Rønsholt, Managing Director Products and Solutions Strategy. "Thus, it will enable car drivers to be in optimum control in challenging daily situations, above all on wet roads."

As of January 2018, the Bridgestone Turanza T005 will be available on the European replacement tyre market and will work as a successor of the current T001 EVO. It will be offered in 101 different sizes, among others 21 sizes in 15 inches, 28 sizes in 16 inches, 32 sizes in 17 inches, 15 sizes in 18 inches and 5 sizes in 19 inches. Until 2019, the line-up will be available in nearly all the European touring tyre sizes – more 140 sizes for 14 to 21-inch rims are to follow in the next two years. At the same time, Bridgestone would like to cover the whole touring segment with the Turanza T005 and the DriveGuard.

Many well-known car brands had already chosen the Bridgestone Turanza T005 as



The Turanza T005 – designed by and for the end-consumer, among other things thanks to comprehensive market research.



An event beyond belief: The Bridgestone did not only convince on track but also next to the track with amazing program highlights.

Taking a bend at the speed of 90 km/h on a wet road: the Turanza T005 does not seem to be impressed at all and keeps safely on track.

standard tyre for original equipment and will be around on the roads in the months to come. "The new Turanza T005 premium touring tyre is a key product of the Bridgestone portfolio and will cover nearly all the demanded dimensions in this segment. Nothing was left to chance during its development: We intensively analysed customer needs and designed a tyre fully meeting all these requirements for them, explains Rønsholt.

Developing with and for customers

Bridgestone used its own customers as source of inspiration for the Turanza T005: Thus, the manufacturer questioned thousands of end-consumers of premium tyres in the whole of Europe concerning their challenges when making use of a touring car on a daily basis. The answers were unanimous: Customers expect a tyre, which gives them a feeling of safety and driving fun at the same time. They would like to have optimum control – both in daily and challenging situations. Moreover, the tyre has to combine low fuel consumption and high mileage in one product. "The Bridgestone Turanza T005 meets all these requirements", says Sebastian Grimm, Senior Product Manager. "The tyre enables optimum control even under adverse conditions like wet roads, regardless whether on the motorway or during unexpected braking manoeuvres in urban areas."

The Turanza focuses on buyers of premium tyres, who consist of two groups according to the team of designers at Bridgestone. For one group the personal "standing out and sticking out" are in the foreground. They would like to have a tyre allowing a sportive driving style and comfortable and relaxing driving at the same time. This target group can mostly be found in the high-



Jakob Rønsholt, Managing Director Products and Solutions Strategy, presented the advantages of the new tyre with enormous euphoria and passion: "The Turanza T005 convinces with outstanding performance on rainy days, low fuel consumption and high mileage."

end luxury car segment. When choosing tyres, they are not really involved. It is very likely that these people prefer going to an official or independent workshop instead of a tyre dealer.

The car drivers of the second group of consumers can be characterized as "competent and deciding on their own". Brand image and reputation are extremely important for this group driving a middle class car. They rely less on dealer recommendation and more on online consumer ratings. Best performance and complete control are essential under all circumstances. During its market analysis, Bridgestone interviewed 25,000 participants and identified important features concerning user behaviour and purchasing habits of the target group."

End-consumers expect tyres to last more than two years. At the same time, they are prepared to pay up to 12 per cent more for

the best performance with regard to product features being important for them. TÜV Süd confirms top performance

The Turanza T005 offers top ratings in its class to car drivers in the categories of wet grip (EU tyre label grade A) and of rolling resistance with tyre label grade B. According to TÜV Süd, selected sizes of the new tyre deserved the EU tyre label A in the category of performance. The independent test institute checked grip when taking a bend on wet roads as well as during wet braking in its own tests and awarded the top grade.

The result: The Turanza T005 turned out to be the best-in-class in the above-mentioned categories. A total of four main competitors of one segment were tested. Bridgestone provided a high-quality package of materials and tread designs in order to achieve this top performance: The dense siping in the blocks and the distribution in the middle of the tread help to produce highly efficient water drainage. "By using a new mixing technology, Bridgestone's patented NanoPro-Tech™ polymer is mixed in the high-silica-content compound to help minimise wear and maximise fuel efficiency", explains Grimm. Bridgestone's in-house tests confirm the overall improved performance of the Turanza T005 compared to the current Turanza T001 EVO3. "Tyre mileage is approximately 10% higher – according to our market research analysis thus meeting and, in many cases, even going beyond drivers' expectations. Moreover, wet grip was significantly improved when taking bends and results in the areas of wet and dry braking and rolling resistance were optimized too. (cw)

Many things were to be discovered for participants in the so-called "Bridgestone World": Starting with the company's philosophy, continuing with the value of the brand Bridgestone and finishing with the current Olympic Games sponsoring.





PNEUHAGE MOVING TO HAINICHEN

More space, faster delivery

At the beginning of August, the central truck tyre warehouse of Pneuhage-Gruppe moved to bigger rooms, as it had been able to hire two halls with a total of 6,500 square metres in the immediate vicinity of a motorway in the industrial estate of Hainichen on a long-term basis.

As a consequence, the company increased its storing capacity from 30,000 to 45,000 truck tyres.

According to Pneuhage, storing capacities had already been exhausted at the former location in Nossen for a longer time, above all as it was necessary to share them with agricultural, earth-moving and industrial tyres. The company considers the expansion to Hainichen being 20 km away as best possible framework conditions in order to further develop wholesale business with commercial tyres at a similarly high level in the future, which has tremendously been growing during the past. Apart from a broad range of products and attractive exclusive brands, high availability and fast delivery times are important criteria for customer satisfaction, explains Erwin Schwab, member of the management of Pneuhage-Gruppe, who is responsible for the companywide management of product groups in the area of commercial vehicle tyres.

Within 24 hours, not only the group's own branches and cooperation partners,

Erwin Schwab, member of the management of Pneuhage-Gruppe, who is responsible for the companywide management of product groups in the area of commercial vehicle tyres, moved too.



Commercial vehicle training will happen in new exhibition rooms for employees of the group in the future.





More storing capacity is now available and additional forklifts, and new loading and unloading ramps were purchased.

but also further trade customers and truck workshops are supposed to get the ordered goods. As much faster loading and unloading of the goods will be possible in Hainichen, efficiency will even be increased after moving. The employees themselves developed a certain principle enabling an overall high level of flexibility and the best possible use of space and have already tested it thoroughly in Nossen in order to achieve fast delivery. There will not be any IT supported management of storing capacity for truck tyres as it is used for the passenger car warehouse in Speyer. Continuous skylights in the ceiling of the hall and corresponding thermal insulation are meant to create a pleasant working atmosphere.

Exhibition and training room

Moreover, the new rooms in Hainichen will also allow setting up a big exhibition room for product training for the group's employees. According to Schwab, workshops together with the tyre industry will also be possible. This means practising consultation and sales conversation for the different product groups together with the exhibited tyres regardless of weather and season. Further exhibition objects will be shown in the nearby warehouse and a separate corner will be available for training mobile mounting of truck tyres.

The central management of product groups for truck tyres moved into the building with already existing offices. Because of the close vicinity to Nossen, the employees were able to move to the new location rather easily. In the future, a total of 25 people will be employed in the warehouse or administration by Pneuhage/Interpneu in Hainichen and will focus on selling truck tyres. Furthermore, four new workplaces for apprenticeships were created as a consequence of moving.

Long-term renting contracts are supposed to secure the investment of several hundred thousand euros. According to Schwab, a further advantage of moving to Hainichen refers to the option of additional expansion to nearby premises, as further growth is very likely to happen. Already existing free areas will be available for any short-term need.

At the location in Nossen, Pneuhage tyre service and retreading business for truck tyres as well as the apprenticeship workshop for tyre and vulcanization technology and further parts of sales for commercial vehicle tyres will continue. Storing capacities, which will be available after moving, will be used for an expansion of the business with commercial vehicle rims and tyres for agricultural tractors, construction machines and forklifts. The service for

complete wheels of commercial vehicles will also remain in Nossen.

Customer satisfaction

The integrated approach of customer service is an additional reason for the growing business of Pneuhage-Gruppe with commercial vehicle tyres. Thanks to a comprehensive range of products customers are meant to benefit from brand variety. The new warehouse will guarantee high availability of goods. According to the company, customers will be able to rely on resource-saving recycling of their worn tyres within a week.

Concerning consultation, Pneuhage-Gruppe follows as well a sustainable approach. Product specialists and trained employees support end-consumers when making use of the Treaty to de minimis aid, e.g. even filling in forms. According to Erwin Schwab, the focus is always on customer satisfaction, which is achieved by objective recommendation of the right product for the planned use of the respective vehicle. If there is any product eligible for aid, the best possible solution will be found. According to Schwab, a balanced support of new tyres and retreading by de minimis aid can be considered as an ideal approach. Thus, aid should be continued in 2018, as it was organized in 2017, especially in order to avoid new confusion **(akl)**