

TURANZA

Global trusted brand - **TURANZA** since 1991

26,000,000 units / year

across the world

*OE+REP 2020-2023 average tyre sales qty

Global TURANZA Main OE fitment Vehicles

BMW : 7 series / 5 series / 3 series / X2 / X1
Mercedes Benz : EQE / S-Class / E-Class / CLA-Class
Audi : Q6 e-tron / Q3 PHEV / A5 / A4 / A3 / A1
LEXUS : LC500 / ES

Etc.

PRODUCT

- Premium comfort
- With advanced technology developed through tough drives around the world.

TURANZA

Tyres that guarantees the outstanding comfort and high-level driving for world-class luxury cars

NAMING & DESIGN

- The name combines "Touring" and "POTENZA"
- The elegant and beautiful tread pattern achieves high performance.

COMMUNICATION

- Ensuring a great balance between comfort and high performance during a long drive.
- Co-developed closely with European car manufactures.

16"	185/55R16 083V 195/50R16 084W 195/55R16 091V XL 195/60R16 089H 205/55R16 094W XL 215/55R16 097W XL 215/60R16 099W XL	17"	225/45R17 094W XL 225/50R17 098W XL 225/55R17 101W XL 245/45R17 099W XL	18"	235/45R18 098W XL 235/50R18 101W XL 235/55R18 100V 235/60R18 107W XL 245/40R18 097W XL 245/45R18 100W XL 245/50R18 100W 255/35R18 094W XL 255/40R18 099W XL 255/45R18 103W XL 265/35R18 097W XL	19"	225/40R19 093W XL 225/45R19 096W XL 235/35R19 087W 235/40R19 096W XL 245/45R19 102W XL 255/35R19 096W XL 255/40R19 100W XL 275/35R19 100W XL 275/40R19 101W
	205/50R17 093W XL 205/60R17 094H 215/45R17 091W XL 215/50R17 095W XL 215/55R17 094W 215/60R17 100H XL		205/45R18 090V XL 215/45R18 093W XL 215/50R18 092W 225/40R18 092W XL 225/45R18 095W XL 225/50R18 095V 225/55R18 102V XL 225/60R18 100H 235/40R18 095W XL		245/40R20 099W XL 275/35R20 102W XL		

CUSTOMER VOICE



Company Employee,
Male, 39 Years Old,
Drive Toyota Camry

"I regularly drive to work and take long trips, so I needed tyres that were both fuel-efficient and comfortable. The **TURANZA 6** have met my expectations, providing a smoother, quieter ride than the previous model, and importantly, good resistance to hydroplaning."

#FuelEfficiency #Comfort #Quietness



Government Officer,
Male, 33 Years Old,
Drive Honda HR-V

"I normally drive almost every day for work, and I decided to switch to **TURANZA 6** because I like the brand and the tyre's performance. After using them, I'm satisfied with how quiet they are, and they also have good road grip. Overall, they are better than other tyre brands I've used before."

#Quietness

YOU'RE IN SAFE HANDS

There's only one handprint of tread connecting each of your tyres to the road. That's just four handprints, to hold you close and keep you safe, through all of life's twists and turns. With so much riding on them, you need to be sure you're in the right hands. Hands you can trust, wherever that road may take you. Bridgestone – You're in safe hands.





BRIDGESTONE TYRE SALES (MALAYSIA) SDN. BHD.
www.bridgestonetyre.com.my

 Bridgestone Tyre Malaysia

 [bridgestone.my](#)

 Bridgestone Tyre Malaysia





THE NEW **TURANZA 6**

— MAKE EVERY ROAD —
YOUR COMFORT ZONE



ENLITEN
TECHNOLOGY



COMFORT & QUIETNESS



SAFETY CONFIDENCE



FUEL / ENERGY EFFICIENCY



Solutions for your journey

UNIQUE SELLING POINTS



COMFORT & QUIETNESS

High level comfort & quietness achievement by new technology



SAFETY CONFIDENCE

High-level compatibility of WET performance



FUEL/ENERGY EFFICIENCY (RRC)

Up to 15% improvement vs. predecessor

Based on internal benchmark TURANZA 6 vs. TURANZA T005A (ref. size 215/55R17)

Turanza 6 is featuring ENLITEN technology allowing us to achieve outstanding performances with a step change towards sustainability.

ENLITEN

TECHNOLOGY



TURANZA 6

COMFORT & QUIETNESS

1 New Tyre Shape

By maximize effective utilization of ply tension, Flexible deformation and Ideal contact shape is established.

Benefit: Reduce vibration input & Absorb noise

2 New Top Compound

This new compound is softer than the previous product compound. It can also absorb noise and vibration more effectively.

Clarify functions of various polymers by nano-level.

Stiffness optimization

Benefit: Reduce vibration input & Absorb noise

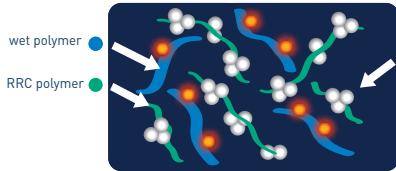
3 New Pattern

Pitch noise and pipe resonance optimization by new pattern element.

Benefit: Absorb noise



Ply tension optimization



wet polymer
RRC polymer
silica

Combining silica and polymer with application of Nano Pro-Tech, noise, wet and RRC performance is improved

S shape sipe

Slit silencer

Block length distribution optimization

Variable Pitch:

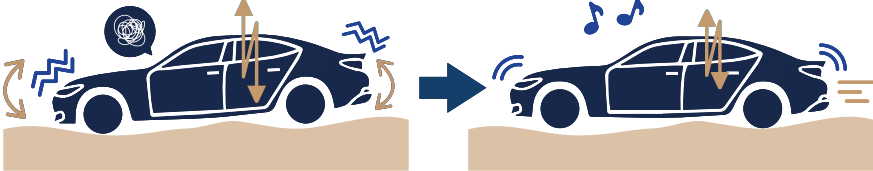
Pitch by noise improved thanks to more progressive blocks impact.

Absorb pipe resonance on main groove

Pitch noise dispersion

Randomised pitch variation is applied to each tread block (the inside shoulder, center and outside shoulder) to reduce pattern noise.

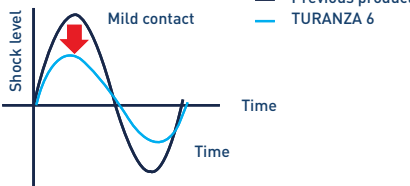
The graph is an image to show comfort performance improvement.



High level comfort & quietness achievement by new technology



ENLITEN
TECHNOLOGY



Shock level
Time
Mild contact
— Previous product
— TURANZA 6

ENLITEN

TECHNOLOGY

Low fuel/energy consumption (RRC)

Resource circularity

Weight (Lighter)

Wear

Dry handling

Wet performance

Quietness

Comfort (Mild contact)

Current Product

Predecessor

Turanza 6

Improving base performance

Advanced performance improvement

Compared to Turanza T005A there are significant improvements achieved with the launch of Turanza 6:



Comfort (Mild Contact)

8% increase vs T005A



Noise (Road Noise Energy)

8% reduction vs T005A



Wet Grip

14% improvement vs T005A



Fuel/Energy Efficiency (RRC)

15% improvement vs T005A



Wear Life

14% improvement vs T005A (More than 5,000 km)



EV Ready

SAFETY CONFIDENCE

1 New Tyre Shape

By maximize effective utilization of ply tension, Flexible deformation and Ideal contact shape is established.

Benefit: Responsive WET handling and WET grip increase

2 New Top Compound

Clarify functions of various polymers by nano-level.

Micro-contact surface functionality evolution.

Benefit: Responsive WET handling and WET grip increase

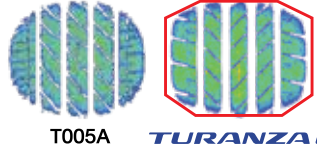
3 New Pattern

Pattern stiffness – Groove volume optimization.

Optimization Lug Groove – Improve wet grip by channeling water away and minimizing hydroplaning.

Benefit: Help improving tire grip on wet surface and reduce hydroplaning.

Optimized contact patch makes high grip in wet



T005A
TURANZA 6

Refined WET performance achievement

WET brake index (smaller value is better)

TURANZA 6 86

Previous product 100

14% reduction

Stopping distance index

Simulation of the twisting of the rubber at the edge of the tread during braking

Without Chamfering

With Chamfering

Deformation Occurred

Contact Evenly

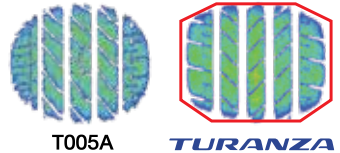
Tire

Road Surface

Channeling water away to minimizing hydroplaning.



Optimized contact patch makes better fuel/energy efficiency



T005A
TURANZA 6

TURANZA 6 reduces CO2 Emissions

ENLITEN is environmentally friendly

Reduction during raw material stage is 16%.

Reduction during use stage is 13%.

*comparing to predecessor.

FUEL/ENERGY EFFICIENCY (RRC)

1 New Tyre Shape

By maximize effective utilization of ply tension, Flexible deformation and Ideal contact shape is established.

Weight reduction

Benefit: Low fuel/energy consumption

2 New Top Compound

Clarify functions of various polymers by nano-level.

Low material loss

Benefit: Low fuel/energy consumption