

**MOTOR MAG'S NO.1
STREET PERFORMANCE
TYRE, AGAIN!**

BRIDGESTONE

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Adrenalin
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BRIDGESTONE ADRENALIN BLITZES MOTOR TYRE TEST

The Bridgestone Potenza Adrenalin RE001 has proved again that it can make anyone a control freak by dominating MOTOR magazine's annual Tyre Test in its December 2008 issue.

The Adrenalin RE001 was pitted against 13 rival tyres in tests including wet and dry slalom, wet and dry braking, lateral G-force measurements and overall lap times.

The tests were conducted by V8 Supercar driver Warren Luff in a Renault Clio 197 at Sydney's Oran Park Raceway.

Adrenalin easily won both the wet and dry slalom time trials and performed brilliantly in all other tests on its way to a total of 120.1 points, almost five points clear of its nearest road-tyre competitor.

MOTOR journalist Sean Cleary summed up Adrenalin's performance by saying: "... we're happy to applaud the Bridgestone Potenza Adrenalin RE001 as this year's

performance road-tyre winner. It demonstrated outstanding consistency and even offers decent value against its competitors."

One man who definitely wasn't surprised by the results of the test was Burkhard Kabelitz, National Technical Field Service & Product Planning Manager for Bridgestone Australia Ltd.

"The Potenza Adrenalin RE001 was designed to give more drivers the ability to get true sports performance from their tyres. This tyre is all about precision handling that connects the driver directly to the road," he said.

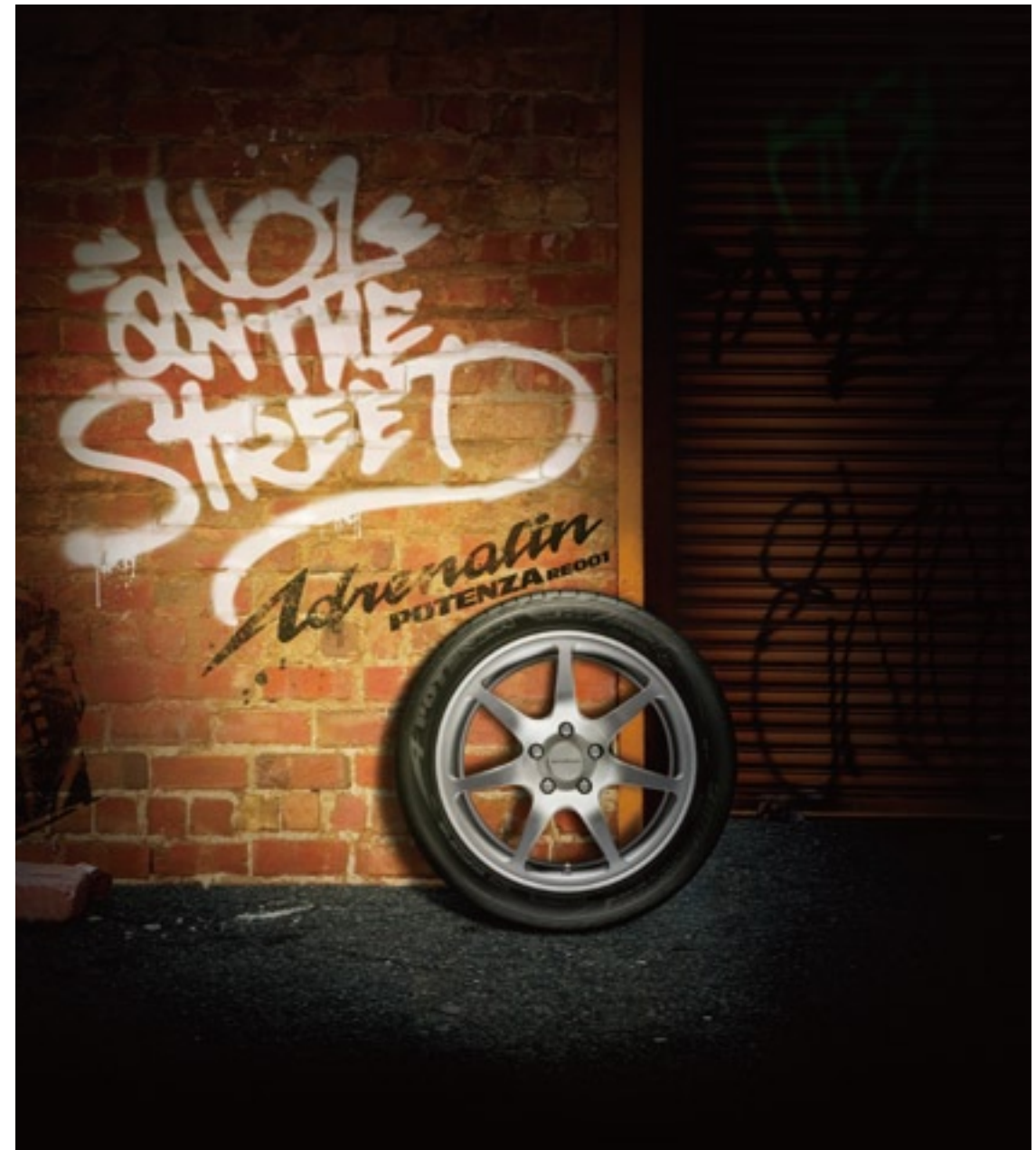
"We're naturally delighted – but not at all surprised – by the MOTOR test and the sales results for Adrenalin around the country would indicate that performance enthusiasts are already seeing and enjoying the results for themselves."

Developed in Japan, the asymmetrical rigid tread design of the Potenza Adrenalin RE001 includes a number of key technical advancements including:

- Inside Offset Twin Rib which delivers sharp, smooth response and stability with superior traction and braking characteristics
- New 3D Centre Block which reinforces the response and stability characteristics
- Multi-curved Slant Groove for superior wet weather performance
- Semi-slick Shoulder Design for maximum cornering grip

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Bridgestone Australia Ltd. is a subsidiary of Bridgestone Corporation, the largest tyre manufacturer in the world, and employs more than 1500 staff at facilities around Australia including 600 at its major tyre manufacturing plant in Salisbury, South Australia. Bridgestone Australia Ltd. is a major supplier to manufacturers such as Holden, HSV, Kenworth and Volvo Trucks, and is a major tyre and service provider to most major transport operators and retails tyres through its primary channels.



MOTOR MAG'S NO.1 STREET PERFORMANCE TYRE

Adrenalin
POTENZA RE001

In December '08, Motor Magazine laid down the ultimate street challenge to eight of the world's leading performance tyres. After two days of hardcore testing on everything from lap times through to wet and dry lateral G, one tyre dominated the street. Bridgestone Potenza Adrenalin RE001.
www.bridgestone.com.au

TYRE TEST 2008

MOTOR
WINNER
BRIDGESTONE POTENZA ADRENALIN RE001