



Craig Adams

Original Equipment

BRIDGESTONE
Solutions for your journey



Original Equipment

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Tyre Development
at Bridgestone

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and trends

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OE fitments &
technology

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Case Studies



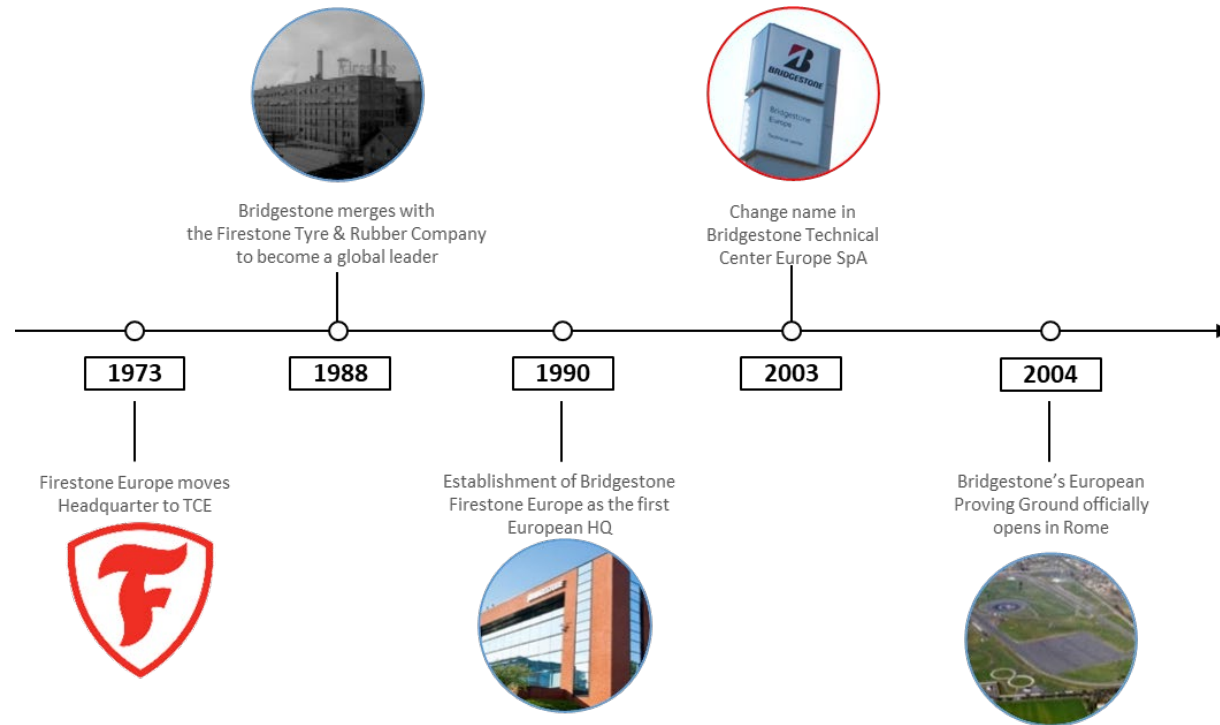
Tyre Development at Bridgestone

The Technology Centre Europe &
European Proving Grounds



The Technology Centre Europe and EUPG

60+ YEARS IN OPERATION



The Technology Centre Europe and EUPG

Responsibilities & Technologies



Technology & Product



Pioneering Digital Solutions



Partnerships, Motorsport and OE Development



Fast Prototyping and Virtual Development



Indoor and outdoor testing excellence



State-of-the art Dynamic Testing Machines



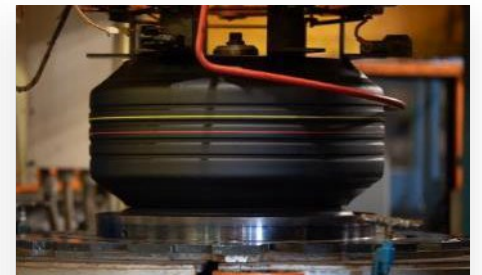
Anechoic Rooms for Noise/EME Testing



Latest generation Laboratory Machinery & Chemical lab



Advanced Workshop



Roma Plant

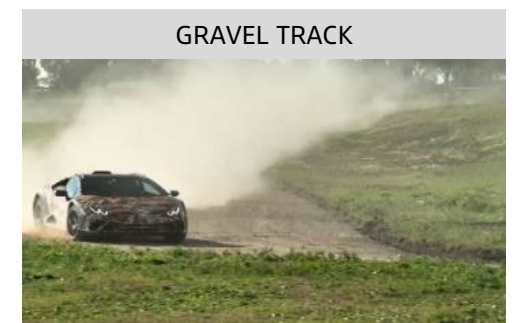
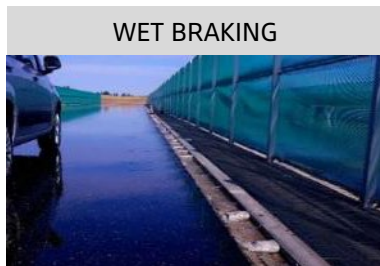


The logo features a stylized 'B' with a red triangle on its upper left side.

BRIDGESTONE

European Proving Ground (EUPG)

35KM from TCE



PASSION
TO TURN THE
WORLD

BRIDGESTONE

Motorsport

A Mobile Laboratory for R&D



Our Strong History in Motorsport

Leveraging Motorsport as a Mobile Laboratory. From Circuit to Street.



Come back to the world's fastest race, INDY 500®

1995



Participation in MotoGP™

2002-2015



Participation in FIM Endurance World Championship (EWC)

2017



Supports "Bridgestone FIA ecoRally Cup" through partnership with FIA

2023



1997-2010

Participation in the Formula 1® series
pinnacle of motorsport



2013

Entered into Title Sponsor Agreement Bridgestone World Solar Challenge



2022

guayule-derived natural rubber were introduced to the NTT INDYCAR® SERIES



2026

ABB FIA Formula E World Championship Sole Tyre Supplier



And Starting 2026...



ABB FIA Formula E World Championship

**Selected as sole tyre supplier
from the 2026-2027 season**

Return to an FIA World Championship
for the first time in a decade and a half





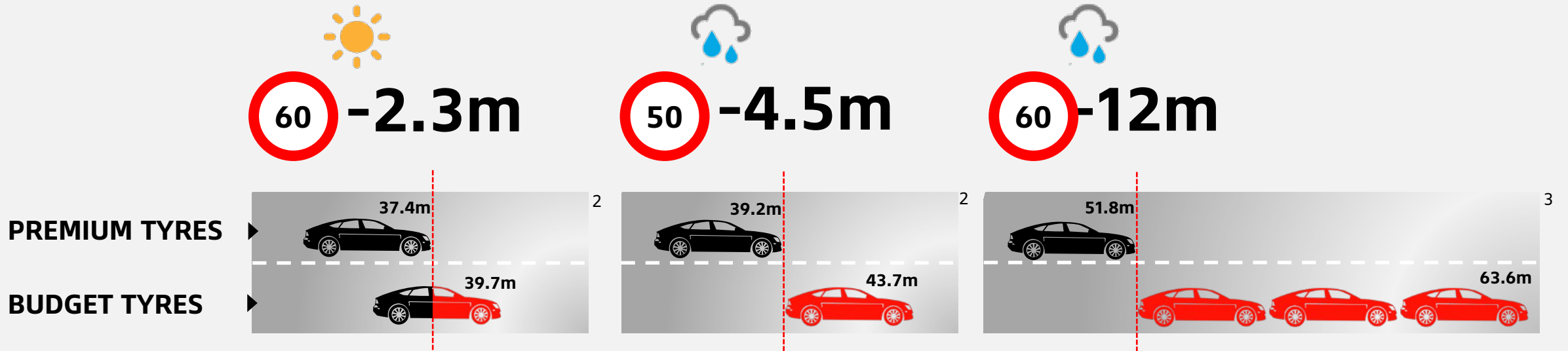
**Premium Tyres
Make The Difference**



Premium Tyres Make the Difference

More Safety, Better Sustainability, Higher Efficiency

Safety - stopping distance



Premium tyres will support you to stop in time

¹ Definitions of premium/budget tyres based on Europol • ² Data from www.adac.de/sommerreifentest Braking distance 100-0kph on dry; 80-0kph on wet •

³ Data from summer tyre test 2023: AUTO BILD ALLRAD 225/65R17 - Braking distance 100-0kph



Premium Tyres Make the Difference

More Safety, Better Sustainability, Higher Efficiency

Sustainability



-0.3kg

Tyre weight: Budget tyres are heavier than premium tyres

Premium tyres 8.4 kg

Budget Tyres 8.7 kg

A saving of well over 1kg for a full set of tyres



-13.3 mg/km/t

Improved abrasion resistance: Premium tyres have higher abrasion resistance

Premium tyres 67.4 mg/km/t

Budget Tyres 80.7 mg/km/t

20%

A 20% improvement with considerably less materials dispersed into the environment



Premium tyres weigh less and have higher abrasion resistance

Definitions of premium/budget tyres based on Europool • Unless stated otherwise, all data from www.adac.de/sommerreifentest

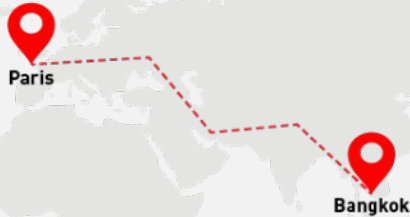


Premium Tyres Make the Difference

More Safety, Better Sustainability, Higher Efficiency

Longevity

 **+7558 Miles** 

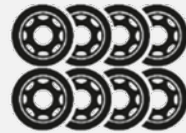


A significant increase in longevity and use:
the equivalent of driving from Paris to Bangkok

Premium tyres 30,453 miles

Budget Tyres 22,875...

Increase customer loyalty by offering
a tyre which will keep them going longer



Budget tyres:
an additional
set of tyres to
be mounted



Premium tyres:
one set of tyres

= +/- £85¹
**saving on charges for
fitting**

Premium tyres last longer

Definitions of premium/budget tyres based on Europool • Unless stated otherwise, all data from www.adac.de/sommerreifentest

¹ Internal estimation based on market research



Key messages to take away

Tyre Development at Bridgestone



Our R&D for EMEA is spearheaded from...

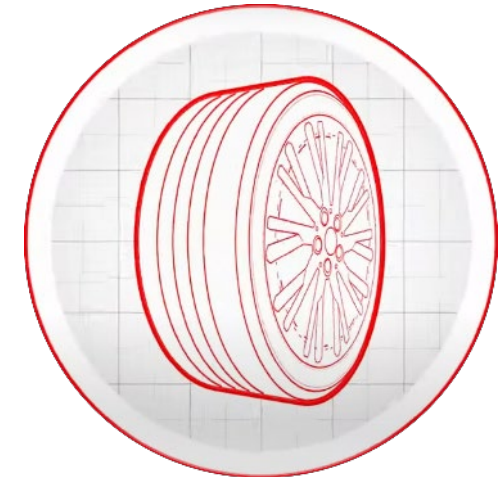
The TCE (Technology Centre Europe) and EUPG (European proving grounds).

At the TCE Bridgestone is pushing innovation and development of premium tyres. With advanced testing & development using the latest technology.



Motorsport & Innovation

A mobile laboratory for R&D, Where 60 years of experience accelerates our innovation through collaboration.



Premium Tyres

Premium tyres make a considerable difference, impacting safety, sustainability, and long-term costs. Articulating the added value when choosing premium, taking the conversation away from costs.





OE Development

The development of OE homologation tyres at Bridgestone



A story of successful partnerships with OEMs



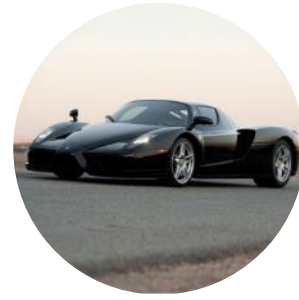
FORD MODEL T

1910



JAGUAR

1992



FERRARI ENZO

2003



**MERCEDES
VISION EQXX**

2022



PORSCHE 959

1988



BMW Z8

2000



ASTON MARTIN DB11

2015



**LAMBORGHINI
FENOMENO**

2025



Why does Bridgestone invest in OE?

We get many benefits from our OE business, including:



Exposes our products to a large pool of customers



It supports our sales in replacement (REP), which we call our Golden Cycle



Set the direction for future tyre performance, boosting research and development



OEM standards drive improvements in our manufacturing. OEM requirements contribute to improved sustainability of our products



Boost awareness of Bridgestone as a premium brand of choice.



2025 OE Highlights

OE Homologations 2025 = **76** | $\geq 18'' = 82\%$ | $\geq 20'' = 38\%$

Volkswagen GTI 50 anniversary

Mercedes AMG SL

Alfa Romeo 33 Stradale

Lamborghini Temerario



Nürburgring speed record

235/35 R19 91Y

**POTENZA
RACE**

265/40 ZR20 104 (Y)

295/35 ZR20 105 (Y)

**POTENZA
SPORT**

245/35 TR20 95Y

305/30 ZR20 103Y

**POTENZA
SPORT**

Bridgestone exclusive supplier
of 100% Lamborghini super-cars



255/35 ZRF20 97Y (also as RFT)

325/30 ZRF21 108Y (also as RFT)

**POTENZA
SPORT**





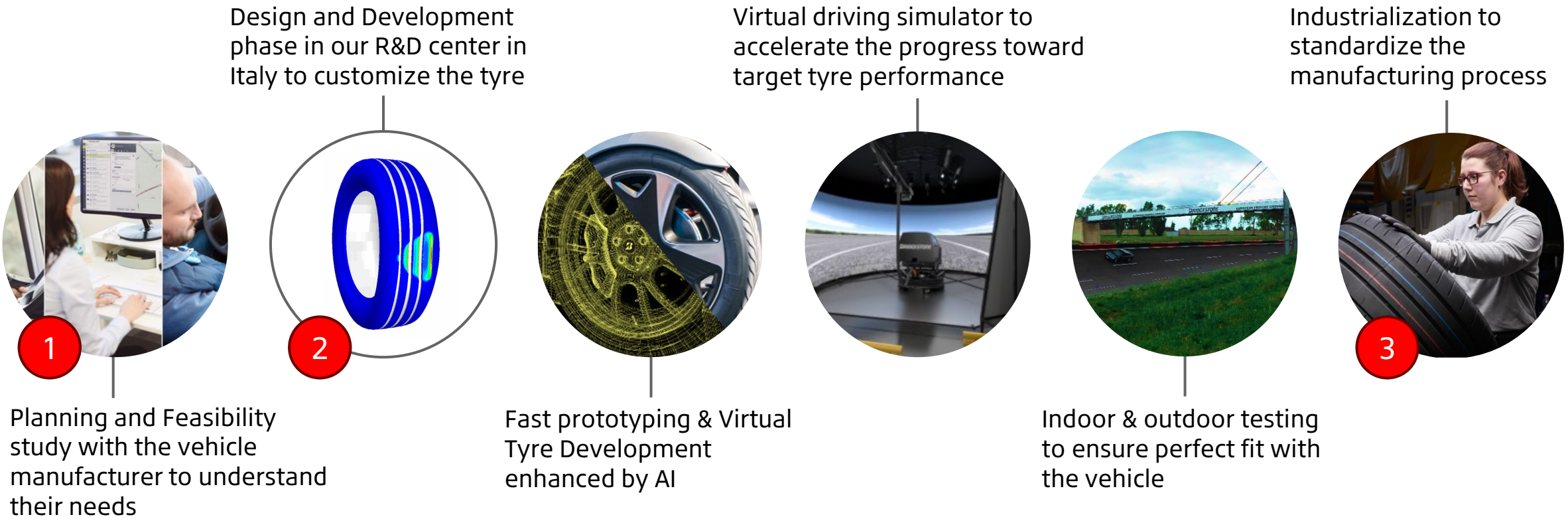
Do you know how many test we run to validate OE Tyres?



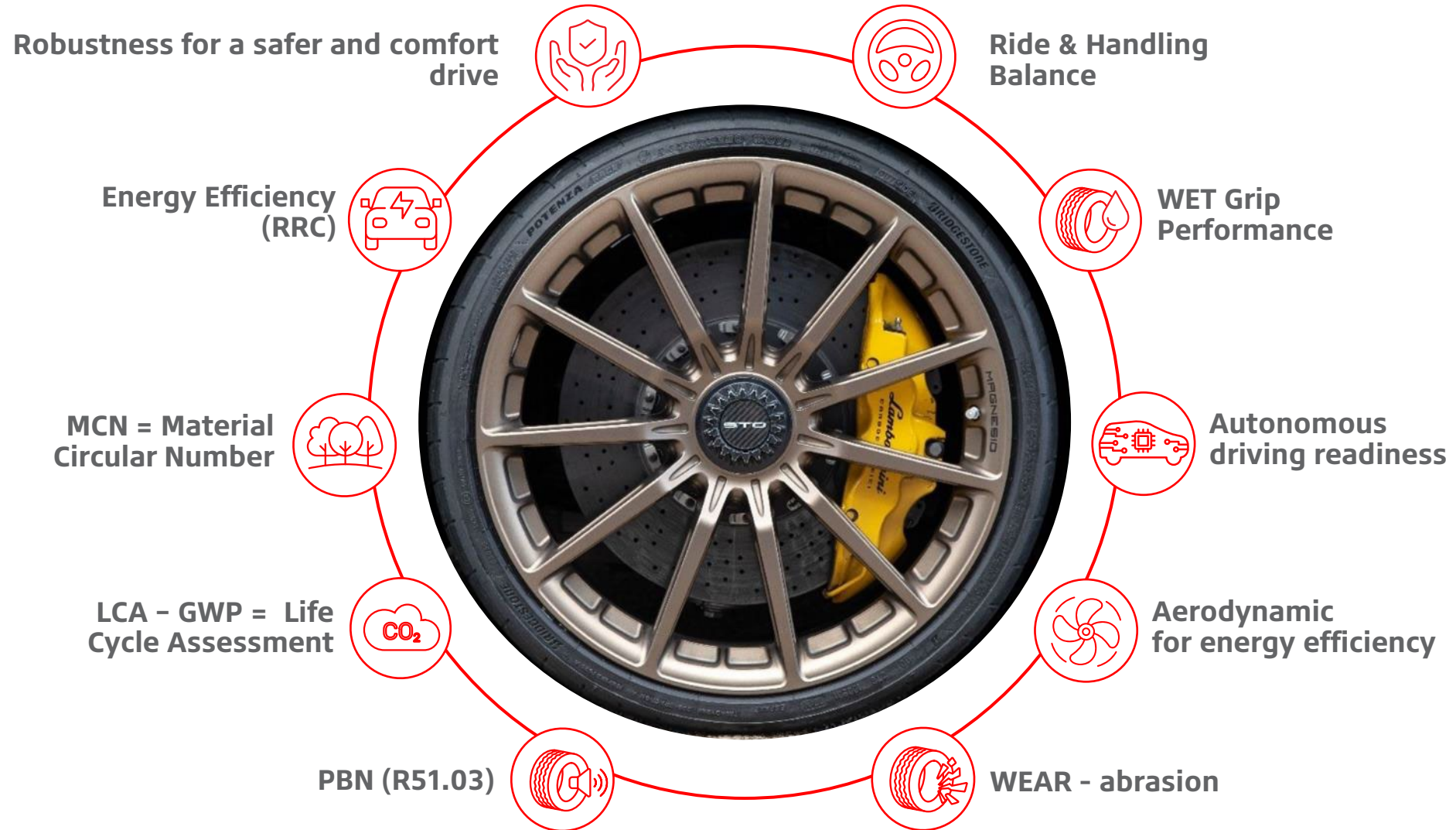
Custom-engineering the Right Tyre for the Right Car

OE Development – Behind the Scenes

Every OE tyre is developed to match the DNA of each specific car brand and model
2 year process, with three key stages.



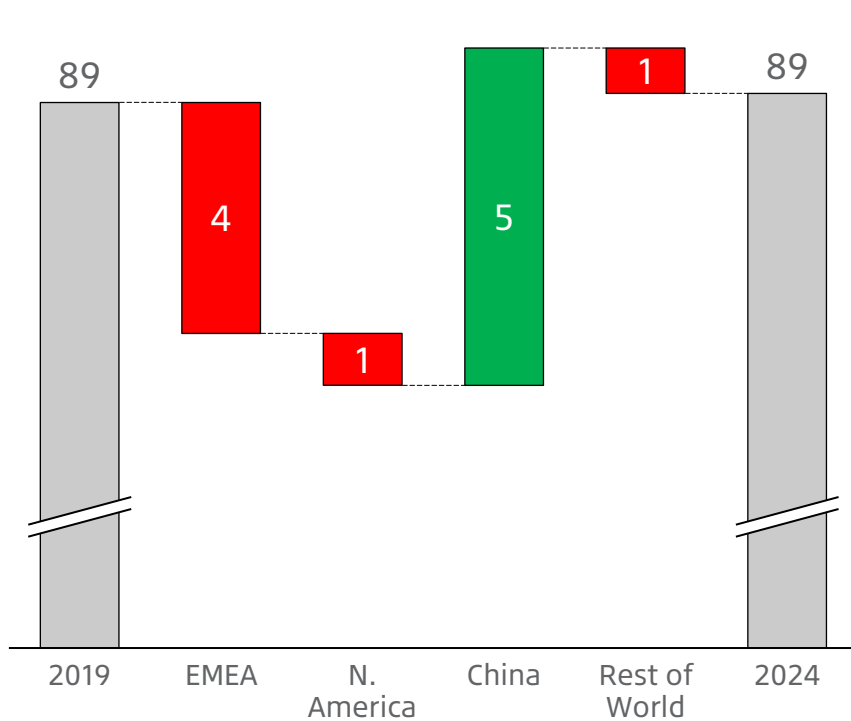
Facing challenges in OE business keeping high focus on tyre performance



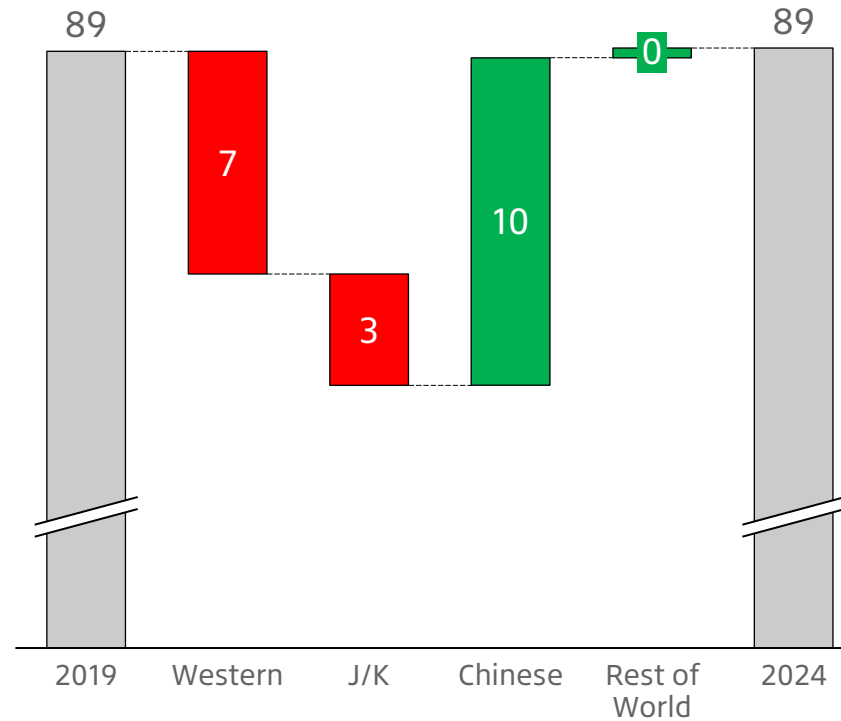
Global context: Global changes in the last five years

89 million vehicles are still being produced WW with a shift by regions

2019 to 2024 bridge by production region



2019 to 2024 bridge by OEM origin, design parent base



Data compiled December 2024.
EMEA defined as Western Europe + Central Europe + Turkey + Morocco + South Africa.
Source: S&P Global Mobility.

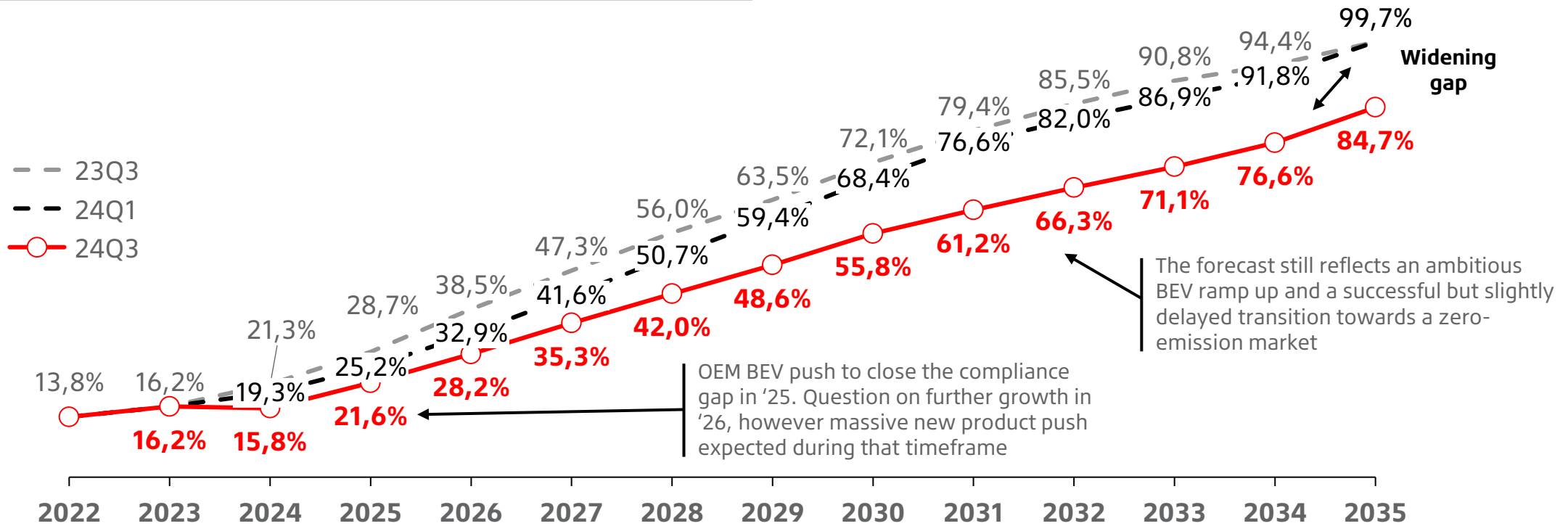


BEV sales trend revision

Given the current slow-paced of BEV expansion, the sales-based powertrain forecast has been adjusted by market analysts

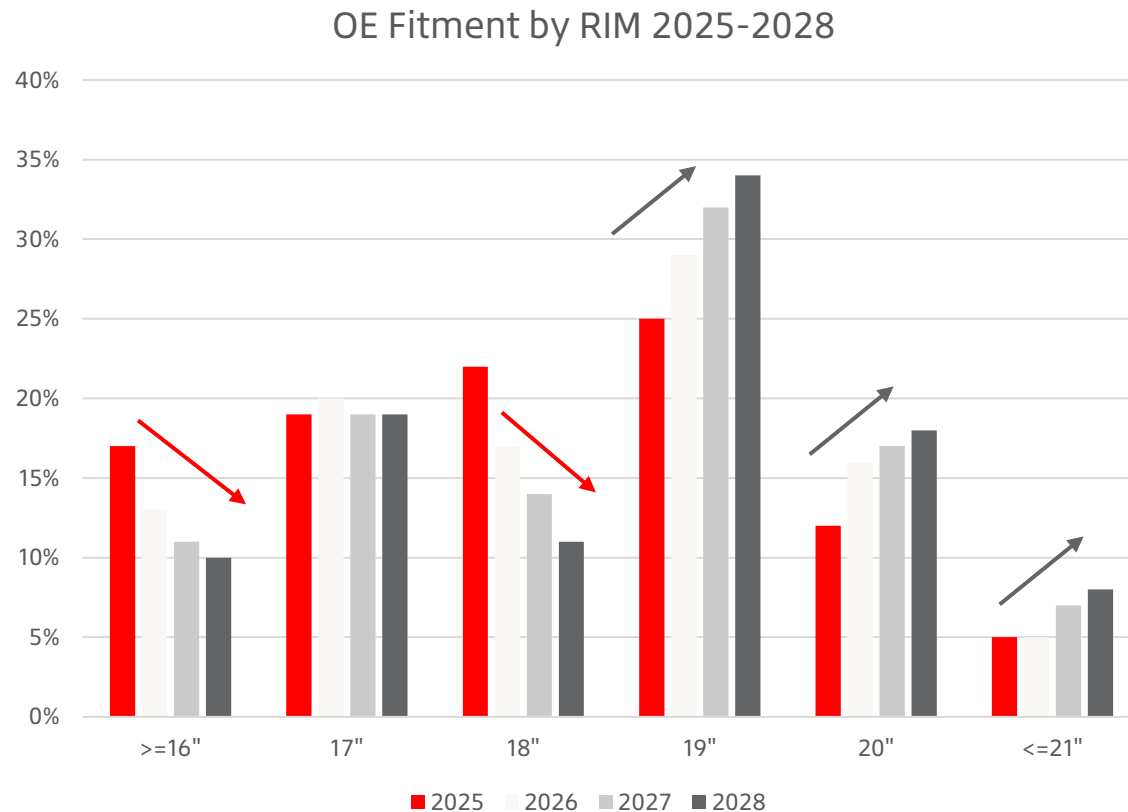
2035
0% CO₂
emission

Battery-electric vehicle sales share in % by forecast status

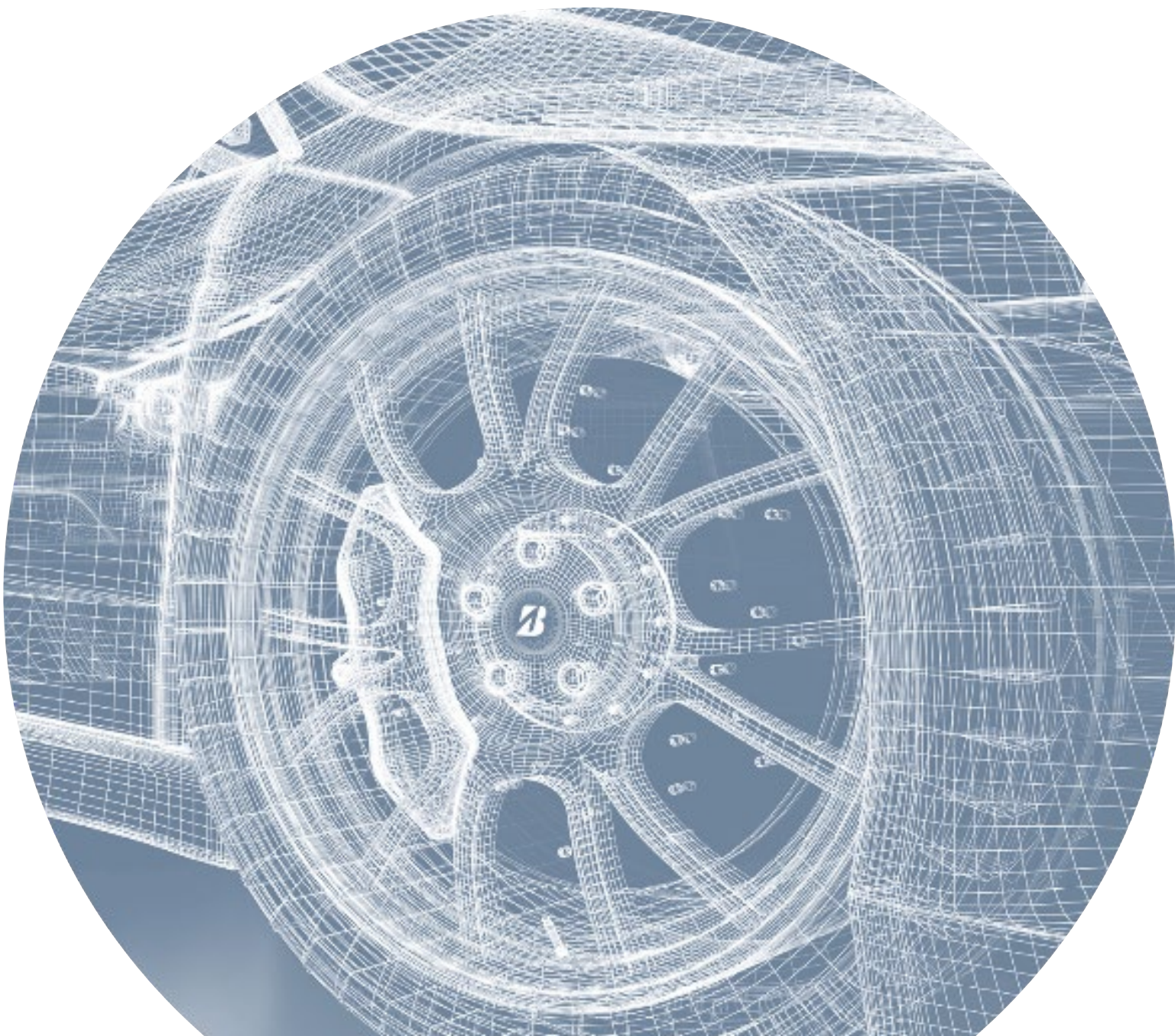


OE Fitment – Rim Evolution 2025 - 2028

How tyre & wheel sizes could evolve



- Average rim fitment continues to move up in coming years
- Steady volume in 17" reflects new entry-level EVs with more affordable cost
- Premium OEMs continue to increase Ultra High Rim Diameter (UHRD = 20" and above) fitments
- By 2028 **60%** of our OE fitments in EU will be 19" and above



Technologies

Technologies available for OEM
Tyres



Cutting-edge Tyre Technologies for Car Manufacturers

Also Meet Specific EV Requirements



Bridgestone's innovative approach to tyre development.

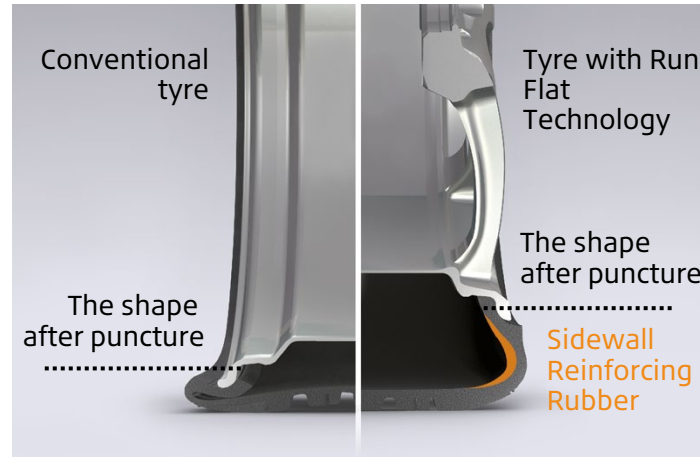
ENLITEN is a combination of cutting-edge technologies

Providing

Improved sustainability characteristics
EV-readiness

Without compromising on
Safety

Outstanding tyre performance



Bridgestone is the market leader in tyres with Run-Flat Technology.



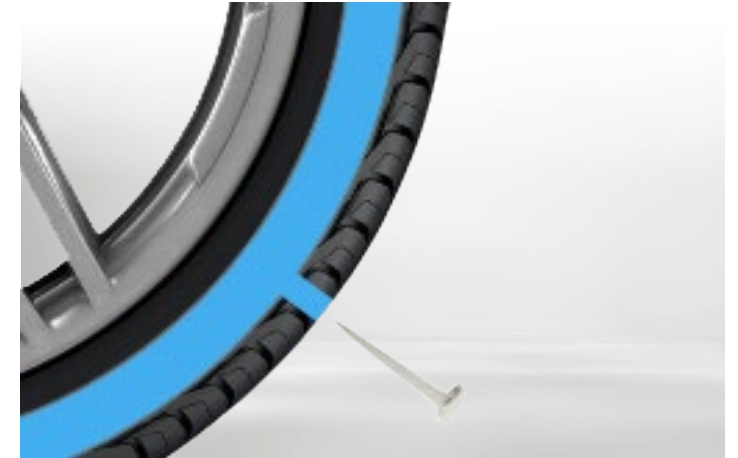
Safety



Convenience



Comfort ride



B-SEAL technology guarantees temporary air retention in case of a puncture in the tread area.



Increased Protection



Maintain Performance



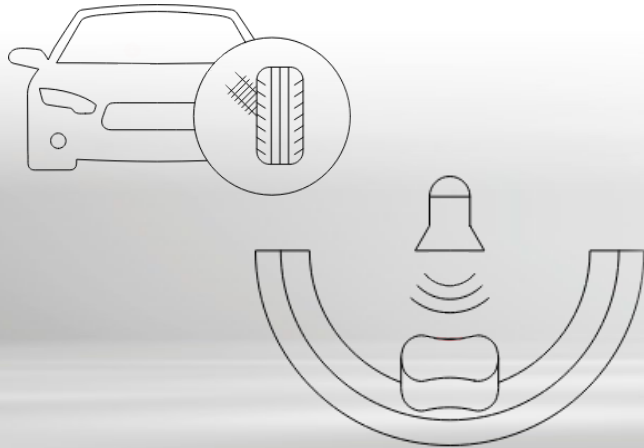
Adaptable Technology




Cutting-edge Tyre Technologies for Car Manufacturers

Also Meet Specific EV Requirements

B-SILENT



 Reduced Noise ¹⁾

 Maintain Performance ²⁾

 Adaptable Technology ³⁾

1) Technology decreases the sound inside a vehicle
2) The same great tyre performance drivers expect
3) B-SILENT retrofit is available for any vehicle

ologiC



Large tyre diameter
To reduce tread deformations to reduce rolling resistance

Narrow tyre width
To reduce aerodynamic resistance

 Reduce Fuel Consumption ⁴⁾

 Safety ⁵⁾

4) Less air resistance and tread deformation with higher inflation pressure resulting in reduced rolling resistance
5) Improved dry and wet performance thanks to unique construction and pattern design

HL (high load) capacity



For powerful electric and hybrid vehicles. Reinforced design and construction enable the tyre to carry the **extra load** with the same size and at the same pressure as XL tyres.














Is this an OE tyre or replacement? Can you spot anything different?...








Sidewall Markings

Overview of key currently used markings



CAR MANUFACTURER	MARKING	ADDITIONAL INFO
 ASTON MARTIN	A2A, A4A, A5A, AM2, AM8, AM9, AMR, A5B	
	AO, AO1, RO1, RO2 AO ⊕ AOE	RO = Audi RS Shared marking with VW; EV's and other cars Audi Original Extended = Run Flat Technology (AOE)
	RO1, RO2, R2, R0	
 	★ I ★ RSC	Run Flat Technology (RFT)
 HYUNDAI	GOE	Hyundai Genesis GV70 gets its own marking "GOE" 
	L	
	MGT	
	MO, MO1 MOE MO-S, MOE-S MO-V	Mercedes Original Extended = Run Flat Technology (MOE) B-Silent-Technology or B-Silent- + Extended-Technology Vans
	MO1A, MO1	

CAR MANUFACTURER	MARKING	ADDITIONAL INFO
 PORSCHE	N-0, N-1, N-3, N-4 NEW: NCO, NDO, NEO	These tyres are specially designed for Porsche. For Porsche, the N code is on the vehicle registration certificate.
 RENAULT Passion for life	RS	Renault Mégane RS Trophy gets it's own marking „RS“.
	T0	
	AR	
	⊕, AO ⊕	Shared marking with Audi; EV's and other cars
Bentley	B, B1, BC, BL	
Ferrari	F, F01, F02, F03, K1, K2, K3	
Ford	FO, FP	
Honda	HO	
Jaguar	J, JRS	
Polestar	POL	



Importance of fitting OE Premium tyres to a vehicle?

WHEEL/TYRE COMBINATIONS - Advantages :

- Perfect Fit: tailor-made tyres developed together with the vehicle manufacturers
- Matched to the control systems, such as ABS or ESP
- Maximize performances, e.g. driving behaviour, noise or consumption
- Incorporates unique technologies that offer specialist solutions to issues they wish to overcome.

Do not mix with other products on the same axle.



Key messages to take away

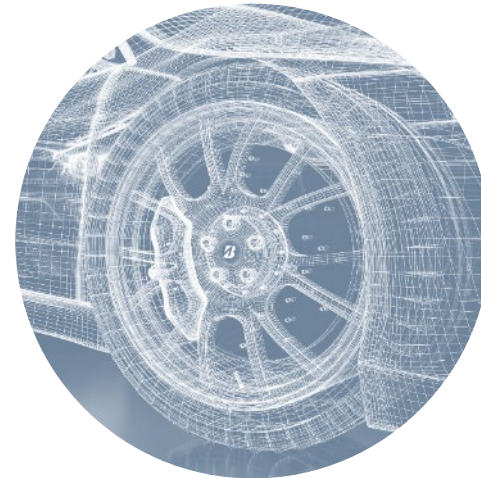
Original Equipment at Bridgestone



OE Development process

Requirements are set by manufacture for us to achieve, 1000's of hours of R&D goes into the process, sped up with Virtual Development.

Bridgestone are an established OE partner, with a long history of prestigious fitments.



Current Trends & Technologies

Across segments HRD 19" and above is growing dramatically. Driven largely by EV's sustainability and efficiency targets.

Growth of Chinese EV's to continue, with increased competition for the established leaders.

The scope of requirements is widening across the industry. Impacted by regulations.



How are Premium OE Tyres different?

Fitting OE tyres is essential to retain the intended characteristics, safety features and performance of a vehicle.

Premium OE tyres have gone through intensive development process. Leaning on the expertise of industry leaders



Our Original Equipment (OE) business Partnerships

we work in close partnership with some of the world's leading car manufacturers to custom-engineer tyres that are the perfect match for a specific car model. Here is a showcase of some of those partnerships



Mercedes-Benz



IVECO



SKODA



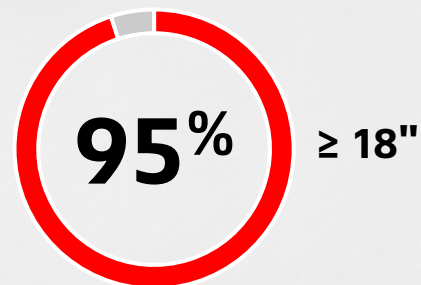
Premium Supplier for Mercedes-Benz
And Preferred Partner in Several European Countries



15+
Years

>200
Dedicated
Fitments

48
Models
Equipped with
Bridgestone tyres



Expertise in High
Performance Tyres

**Exclusive
Technology**

ENLITEN™
TECHNOLOGY

B-SILENT

MOE



Mercedes AMG SL 63 S E PERFORMANCE



**POTENZA
SPORT**



BRIDGESTONE

Premium Supplier for BMW

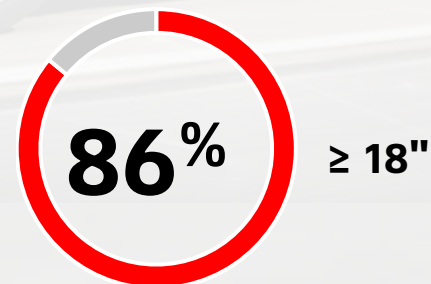
And Preferred Partner in Several European Countries



Around
30
Years

300
Dedicated
Fitments

52
Models
Equipped with
Bridgestone tyres



Expertise in High
Performance Tyres

**Exclusive
Technology**

ENLITEN™
TECHNOLOGY

B-SILENT

ologiC **RFT**



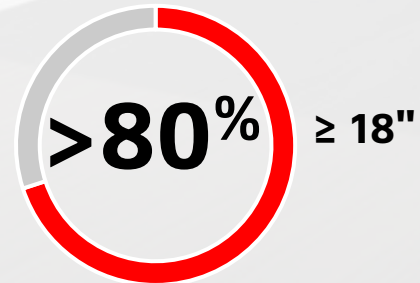
Premium Supplier for Audi
And Preferred Partner in Several European Countries



20+
Years

200
Dedicated
Fitments

47
Models
Equipped with
Bridgestone tyres



Expertise in High
Performance Tyres

**Exclusive
Technology**

ENLITEN™
TECHNOLOGY

B-SILENT

B-SEAL

EXT



POTENZA SPORT^A



Custom-engineered tyre for Audi E-tron

Incorporating **55%** of ISCC PLUS certified renewable and recycled materials¹



35%

ISCC PLUS certified
renewable
materials

20%

ISCC PLUS certified
recycled
materials



Natural Rubber



Bio-attributed polymers



Ground Rubber
Linked to End of Life Tyre



Certified Carbon Black
Linked to Circular Oils



Recovered Carbon Black
Linked to End of Life Tyre



Zinc Oxide



Lignin



Rice Husk Ash Silica

¹ Certification scheme adopted is ISCC PLUS using mass balance approach as chain of custody.



Premium Supplier for Volkswagen

Fitment on the Golf GTI EDITION 50

Fastest Volkswagen Series
Model on the Nordschleife

07:46:13.¹



**POTENZA
RACE**



Prestige OE



Lamborghini

2025 Temerario

2025 Fenomeno

- Revuelto
- Huracan Sterrato

- Urus
- Huracan Tecnica
- Huracan STO
- Huracan EVO
- Huracan STJ



Ferrari

- Purosangue
- Roma
- Portofino

- 296 GTB
- SF90 Stradale



Maserati

- MC20
- Grecale



PORSCHE

Porsche

- Cayenne
- Macan BEV
- Panamera



**OFFICIAL
TECHNICAL
PARTNER**



BRIDGESTONE
Solutions for your journey

Official Technical Partner of Lamborghini



5
Years

45
Dedicated
Fitments

11
Models
Equipped with
Bridgestone tyres

100% $\geq 19''$

Expertise in High
Performance Tyres

**Exclusive
Technology**

 **RFT**

L



Bridgestone OE: Lamborghini

Bridgestone is the Exclusive Supplier of 100% Lamborghini Super-car

**OFFICIAL
TECHNICAL
PARTNER**



Huracán STO

Huracán Sterrato

Huracán Tecnica

Revuelto

Temerario

Fenomeno





Key messages from this session

OE Tyre Development at Bridgestone



R&D

Spearheaded from the TCE (Technology Centre Europe) for EMEA.

Embracing innovation with exciting developments such as virtual development.

800 Million EUR globally every year on R&D

Motorsport acts as a mobile laboratory for R&D, accelerating innovation.



OE Homologation

OE Homologated tyres have been through an exhaustive development process with thousands of hours of testings.

Fitting OE tyres is essential to retain the characteristics, safety features and performance of a vehicle.

Premium tyres offer increased life-time value over budget alternatives. With this even more noticeable for OE fitments.



Bridgestone OE Collaborations

Bridgestone is a major player in the original equipment (OE) tyre market.

In 2024 alone Bridgestone produced over 80 OE fitments.

Bridgestone is developing key partnerships with the world's foremost manufacturers including Lamborghini, Maserati, Mercedes and more. With new innovations shaping the future of tyres.



