Eco-Friendly & Ultra-Fuel-Efficient Commercial Truck Tires

Innovations include:

- Eco-friendly and ultra-fuel-efficient commercial truck tires
- Drives down cost
- Based on demand for fuel efficiency and performance
- Designed to reduce rolling resistance
R268™

- All-position/steer radial
- Stands up to rigors of high scrub environments in regional pickup and delivery applications
- Fuel efficiency benefits
- Unique tread design and casing resists damage from curbing and maneuvering scrub
R268™

- Special compounding lowers rolling resistance for fuel efficiency
- California Air Resources Board (CARB) compliant and EPA SmartWay® verified
R268

- Special Groove Shape
  - Designed for improved rib-tearing resistance

- Stone Rejector Platforms
  - Help provide resistance to stone drilling in two center grooves to protect belts and enhance casing durability
R268

- Waved Channel Design
  - A wavy design in the channel reduces groove bottom strain & combating the initiation and spread of irregular wear

- Optimized Rib Distribution
  - Ribs are uniquely proportioned for added stiffness, which helps reduce irregular wear throughout the footprint
R268 Ecopia™ Innovations

- High Scrub Tread Compound
- NanoPro-Tech™ Compound
- Wide, Solid Shoulder Ribs
- Sidewall Protector Ribs
- Wider Belts
Bandag B268 FuelTech™ Retread

The Next Generation of Fuel-Smart Retreads
- Fuel-efficient retread
- Complements the Bridgestone R268 Ecopia all-position radial tire in design and performance
*Based on rolling resistance and field mileage tests, Bridgestone Ecopia and Bandag FuelTech are our most fuel-efficient and lowest total cost of ownership tire and retread solution. Combining proprietary low rolling resistance technology with a quality Bridgestone casing, Ecopia and FuelTech can help reduce fuel use and extend tire life for lower costs and greener returns, when compared to other Bridgestone tires.*