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Bridgestone launches ALENZA 001 in Korea

Bridgestone Tire launches ALENZA 001 in the Korean market.

Bridgestone's proprietary simulation technology 'ULTIMAT EYE' applied

ALENZA 001 was developed using 'ULTIMAT EYE', Bridgestone's proprietary optimization process and indoor testing facility technology. This technology measures and visualizes tire contact surface behavior during actual riding conditions. Through this, it can be confirmed whether the main performance of tires such as braking performance and stability is implemented accurately in actual riding conditions.

Multi-Round Block Structure(MRB) and Chambering technology to improve braking performance and steering response

ALENZA 001 was designed with a Multi-Round Block Structure(MRB). MRB means optimally rounded rib edge which raises the tires' contact pressure to improves breaking performance, straight line stability and steering response. The braking force distributions of the tires show that ALENZA 001 has better braking power than tire without multi-round block structure.

ALENZA 001 also employs a chambering technology that rounds tire block's end to prevent the tire edges from curving inwards while braking. The tires make flat contact with the roads and this results in improving braking performance.

3D-M-shaped small grooves to give 11% longer tire life

3D-M-shaped small grooves made midway through the cross section of the tire prevent irregular wear by reducing the movement of tire tread. This gives ALENZA 001 11% longer tire life compared to other Bridgestone's other SUV tires.



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"Tire performance is essential to enjoying dynamic handling and powerful engine of urban SUVs. ALENZA 001, flagship model for premium SUVs, is well received by customers as it is already selected as original fitment tires for several premium vehicle

manufacturers' SUVs. In addition to the DUALER, Bridgestone SUV tires' leading brand, ALENZA 001 will further extend the choice of domestic SUV drivers. "said Henry Kim, CEO of Bridgestone Korea.

ALENZA 001 tires come in 16 different sizes, fitting rims 18 to 21 inches in diameter. ALENZA 001 can be installed in Mercedes-Benz GLE, Porsche Cayenne, BMW X3, X5, Land Rover Discovery 4,5, Range Rover sport.

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