

BRIDGESTONE TIRE SALES KOREA LTD.
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Bridgestone launches TURANZA Serenity Plus in Korea

All-weather premium touring tire with long wear life and ride comfort

Bridgestone Tire, the world's No. 1 tire company, launches TURANZA Serenity Plus in the Korean market.

TURANZA Serenity Plus has been designed to improve driving stability on all seasons various road conditions through superior wear life and advanced wet performance inheriting ride comfort of TURANZA, Bridgestone's flagship touring tire brand for luxury sedans.

Increased tire life with deeper tread and 15% lower price than existing TURANZA model

TURANZA Serenity Plus has superior wear life thanks to its 9mm depth tread design. Bridgestone launched TURANZA Serenity Plus with reasonable prices. TURANZA Serenity Plus will be available at a 15% lower price than the TURANZA T005A, Bridgestone's premium touring tire. This is a reflection of Korean consumers' preference for long wear life and reasonable prices.

Improved wear life by controlling polymer using Nanopro-Tech and optimized tread design

NanoPro-Tech is Bridgestone's proprietary polymer technology reducing frictional heat by controlling interaction between carbon, silica and other materials at the molecular level. As a result, rolling resistance of the tire reduced and the fuel efficiency improved.

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The tread design has been refined and the sidewalls enhanced to make tire's contact pressure across the tread surface evenly.

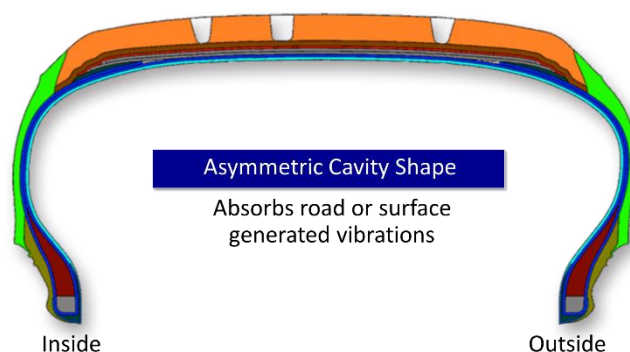
Compared to the previous model, the footprint of TURANZA Serenity Plus appears to be wider and more even.

Keeping even contact across the road surface reduces irregular impacts and vibrations, resulting in improved quietness and ride comfort. It also delivers long tread life by helping tread wear evenly.



Asymmetrical design using enhanced compound for ride comfort

TURANZA Serenity Plus is designed with an asymmetric cavity shape enabling precise steering response while dampening vibration forces.



And traction in wet conditions also improved by combining silica materials to increase tread flexibility and adding high angle lug grooves.

TURANZA Serenity Plus is available in the market from April 1st with 23 sizes ranging from 15 to 19 wheel inches. TURANZA Serenity Plus has been already available in North



Worldwide Olympic Partner

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America, Europe and Australia as the standard tires(OE) for premium luxury passenger cars. In the Korean market, TURANZA Serenity Plus can be installed in Hyundai Avante, Sonata, Grandeur, Kia K3, K5, K7, Honda Accord, Nissan Altima, Toyota Camry and Volkswagen Passat.

"TURANZA is the Bridgestone's top of the line touring tire. And TURANZA Serenity Plus is all-season premium touring tire which enhanced wear life and cost efficiency inheriting TURANZA's ride comfort. TURANZA Serenity Plus, introduced for the first time in Korea, will be a tire that meets high expectations of Korean drivers." said Henry Kim, CEO of Bridgestone Korea.

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