

## **Bridgestone Korea launches POTENZA Adrenalin RE004**

Bridgestone Tire Sales Korea, ([www.bridgestone-korea.co.kr](http://www.bridgestone-korea.co.kr), Bridgestone Korea hereafter) a subsidiary of Bridgestone Corporation, the world's No. 1 tire company, is launching POTENZA Adrenalin RE004. This is a sporty tire for drivers who desire the thrill of high speed and tire responsiveness in everyday driving. It will be released in Korea on April 16th.

### **“Awaken the sports driver in you”**

Bridgestone POTENZA Adrenaline RE004 is the latest model following the RE001, RE002 and RE003, which have been steadily loved by drivers who enjoy sport driving. As the brand motto “Awaken the sports driver in you” claims, POTENZA Adrenaline RE004 is an optimum sporty tire developed for drivers who desire the thrill of high speed and tire responsiveness in their everyday driving experience.

Based on its control in cornering and stability in straight driving, POTENZA Adrenaline RE004 is designed to allow the driver to directly feel immediate response and excellent handling. These qualities make it suitable for drivers who enjoy a light and sensitive experience.

“POTENZA Adrenaline RE004 will satisfy drivers who enjoy high-speed, medium- and long-distance commuting or weekend driving”, said Henry Kim, CEO of Bridgestone Korea. “Drivers who enjoy sports driving sensibility will be more satisfied with the new tires than its predecessors”, added Kim.

### **Dry straight stability, Dry cornering, Hydroplaning, Wet handling, fuel efficiency are enhanced**

Overall, POTENZA Adrenaline RE004 enhances the sports driving performance further than the previous model, RE003. While focusing on improving dry straight stability, dry

center feels, and dry cornering performance on a straight road, the tire's drainage performance has been improved in consideration of wet performance. At the same time, it reduced the rolling resistance and improved fuel efficiency. Bridgestone made an overall upgrade by using new tire materials (such as silica) to bold tire groove, block design, and tread pattern.

Drainage performance is directly related to the wet grip. POTENZA Adrenaline RE004 adopts triple grooves design to enhance wet braking capability. Also, the stiffness of the groove was increased to improve the cornering and braking force for both dry and wet surfaces.

Along with the improved drainage performance, wide inside rip is applied to stiffen for instantaneous responses. By maintaining even hold on the road surface, a more stable driving and precise control are possible.

POTENZA Adrenaline RE004's stiffness of shoulder block has been increased, resulting in a more sophisticated and accurate tire response for high-speed driving. Also, the increased stiffness minimizes the residual vibration of the vehicle body caused by high-speed driving. Bridgestone uses silica compounds to increase tire torque on wet road conditions, reducing rotational resistance, and improving fuel efficiency at the same time.

## **Sports performance sedans, sports driving sensitivity, Preferred driver are potential customers**

Bridgestone POTENZA Adrenaline RE004 was developed for the growing number of drivers who prefer sports driving sensitivity due to the number of increasing high-performance sedans and road designs using advanced technology. This is suitable for sedans that exhibit sports performance. Target vehicle models include Hyundai Motor Avante, Genesis G70, Kia Motors K5 and Stinger, Volkswagen Golf and Audi A4. Bridgestone POTENZA Adrenaline RE004 will be available in 31 sizes with a fitting diameter from 15 to 20 inches.

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