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Bridgestone dominates in German summer tyre tests

**The only brand rated “highly recommendable”
in all 2007 magazine tests**



Bridgestone ER300

With top marks in the most recent tyre tests published at the end of March, Bridgestone's Turanza ER300 touring tyre has now been awarded the top “highly recommendable” rating in all 2007 summer tyre tests in the German motoring press. Bridgestone is the only tyre manufacturer to have made this clean sweep.

Contributing to Bridgestone's 100% success record are Stiftung Warentest, Auto Motor and Sport, and AutoStrassenverkehr – all ranking the Turanza ER300 test winner and “highly recommendable” – and ADAC Motorwelt, OAMTC Touring, Auto Zeitung and AutoBild which all give the Turanza a top “highly recommendable” rating.

The two latest tests come from Auto Motor and Sport (AMS) and AutoBild, Europe's biggest weekly automobile magazine with 2.75 million readers.

Testing 205/55 R16 V/W tyres on a new Mercedes C-Class, AMS ranks the Turanza ER300 the overall N° 1 tyre out of the 12 big-name brands tested and the only tyre to be “highly recommendable”. AutoStrassenverkehr, a fortnightly magazine with readership of over 500,000, also evaluated the AMS test data and published the same conclusion on 22nd March: The Turanza ER300 is test winner and the only tyre “highly recommended”.



NEWS RELEASE

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In the AutoBild test, which also featured 205/55 R16 V/W sizes, the Turanza ER300 is ranked 2nd in the field of 12 and one of 4 "highly recommendable" tyres.

"German tyre tests are renowned the world over for their rigour and objectivity" commented Mr Desmond Collins, Vice President, Corporate PR at Bridgestone Europe. "We are very pleased that the Turanza ER300 touring tyre has been recognised for its outstanding and consistent performance on both wet and dry."

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Bridgestone Europe NV/SA - with European headquarters in Brussels, Belgium - is a key division of the Bridgestone Corporation. It develops and manufactures top-quality tyres in Europe which, through its 17 subsidiary sales companies and other channels, are distributed all over Europe including the Eastern European markets. Products are also exported outside Europe, including to Japan.