

**For Immediate Release**

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## **Bridgestone Adds VSWAS 23.5R25 Size to OTR Snow Tire Line**

- **The VSWAS 23.5R25 offers a size expansion to the Bridgestone Off-the-Road lineup of radial snow tires.**
- **Designed for grader and loader applications, the VSWAS 23.5R25 is ideal for deep snow and designed for year-round use.**
- **Engineered for premier performance and productivity, the Bridgestone VSWAS 23.5R25 tire supports the “Efficiency” and “Extension” values of the Bridgestone E8 Commitment.**

**NASHVILLE, Tenn. (July 12, 2022)** – [Bridgestone Americas](#) (Bridgestone) today announced the introduction of the VSWAS 23.5R25 [V-Steel Snow Wedge All Season](#) tire, a size expansion to the Bridgestone Off-the-Road (OTR) line of radial snow tires.

Designed for grader and loader applications, the VSWAS 23.5R25 provides excellent performance in deep snow with a tread pattern that reduces stone holdings without the need for studs or chains. The VSWAS 23.5R25 is also designed for year-round use, negating the need for seasonal tire change-outs.

“The VSWAS 23.5R25 is an important size expansion within our Bridgestone line of off-the-road snow tires,” said **Rob Seibert**, President, Off the Road, Bridgestone Americas. “This new tire size is tailor-made for the deepest of snow conditions, with a versatility in performance that fits in any season.”

Key innovations to the VSWAS 23.5R25 include:

- **Deep siping design:** For year-round use and advanced capability in snow, gravel, and soft sandy conditions.
- **Special tread design:** With wide grooves and angled lugs walls to help minimize stone retention, stone throw, or the need for chains, while contributing to a comfortable ride.
- **Cut-resistant compound:** For reduced cutting, chipping and puncturing, which helps extend the life of the tire.

The 23.5R25 is an enhancement to the Bridgestone VSWAS line of OTR radial snow tires that includes the 14.00R24, the 17.5R25, and the 20.5R25. Bridgestone also offers the [VSW](#), a V-Steel Snow Wedge radial suitable for icy or packed snow surfaces. The Bridgestone OTR line offers innovative tread patterns and compounds designed for various surfaces and applications, providing reliable performance so customers can maximize job-site productivity.

The launch of the new VSWAS 23.5R25 tire size aligns with the [Bridgestone E8 Commitment](#), which consists of eight Bridgestone-like values starting with the letter "E" to realize a sustainable society. The Bridgestone VSWAS 23.5R25 tire supports the "Efficiency" and "Extension" values of the Bridgestone E8 Commitment.

**About Bridgestone Americas, Inc.:**

*Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 50,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.*

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