

**For Immediate Release**

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## **Bridgestone Launches BATTLEAX SPORT TOURING T33 Premium Sport Touring Motorcycle Tires**



**NASHVILLE, Tenn. (Oct. 31, 2024)** — [Bridgestone Americas](#) (Bridgestone) today announced that the launch of the BATTLEAX SPORT TOURING T33, a new sport touring radial motorcycle tire, is scheduled for January 2025.

The BATTLEAX SPORT TOURING T33 is a next-generation sport touring tire that maintains the touring performance of its predecessor, the BATTLEAX SPORT TOURING T32, while improving its mileage by 47%<sup>1</sup>. The latest addition to the BATTLEAX tire family maintains the high-level wet performance of the BATTLEAX SPORT TOURING T32, while building on its predecessor's performance in the dry, with more secure handling.

This tire employs a newly designed compound together with an optimized tread pattern and construction to increase mileage while delivering reliable handling performance.

These features help alleviate the concerns that might be felt during long-distance riding to support the joy of touring.

Bridgestone is committed to supporting the development of a safe and enjoyable motorcycling culture, offering a sense of peace of mind by advancing a global premium niche strategy utilizing Dan-Totsu<sup>2</sup> products like its BATTLEAX brand premium motorcycle tires. Through these efforts, the company strives to achieve the corporate commitment of "Emotion: Committed to inspiring excitement and spreading joy to the world of mobility" described in "Bridgestone E8 Commitment"<sup>3</sup> and to provide "Riding Excitement" both now and in the future.

To achieve its performance enhancements, the Bridgestone BATTLEAX SPORT TOURING T33 applies a host of new technologies. Both the front and rear benefit from a new pattern design, with optimized land-sea ratio and pattern stiffness, alongside a continuation of the T32 shape for confident grip, stability and handling. The front tire applies a new cross belt, while the rear adopts an MS belt—both engineered with a flexible construction and suitable for light and heavy bikes. The rear tire has been engineered with a newly-developed compound, applying a high-strength, wear resistant polymer that helps to prevent the polymer chain scission.

The Bridgestone BATTLEAX SPORT TOURING T33's mileage improvement over the BATTLEAX SPORT TOURING T32 is enabled by a combination of its new compound, pattern and construction, all leading to a reduction in the tire's contact patch slippage area.

The new Bridgestone BATTLEAX SPORT TOURING T33 will be available at launch across four sizes in the front and six in the rear, with five additional sizes available in 2026.

<b>Name</b>	 BATTLEAX SPORT TOURING T33
<b>Sizes Overview</b>	10 sizes (four front sizes, six rear sizes) available in 2025, with five additional sizes available in 2026
<b>Sizes - Front</b>	120/70ZR17 M/C (58W) TL 120/70ZR18 M/C (59W) TL 120/70R19 M/C 60V TL 110/80R19 M/C 59V TL
<b>Sizes - Rear</b>	150/70ZR17M/C (69W) TL 160/60ZR17M/C (69W) TL

	170/60ZR17M/C (72W) TL 180/55ZR17M/C (73W) TL 190/50ZR17M/C (73W) TL 190/55ZR17M/C (75W) TL
<b>Launch</b>	Jan. 1, 2025 (excluding Japan) Feb. 1, 2025, in Japan



Front Tire



Rear Tire

<sup>1</sup> Comparison based on BATTLEAX SPORT TOURING T33 (120/70ZR17 and 180/55ZR17) vs. previous generation BATTLEAX SPORT TOURING T32 (120/70ZR17 and 180/55ZR17) in internal testing. Results may vary depending upon proper tire and vehicle maintenance, surface conditions, and riding habits.

<sup>2</sup> "Dan-Totsu" refers to Bridgestone's direction to be a clear and absolute leader.

<sup>3</sup> The Bridgestone Group established its corporate commitment, the "Bridgestone E8 Commitment," to help it realize its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." This commitment will serve as the Group's axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of eight uniquely Bridgestone values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through distinctly Bridgestone purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

**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 45,000 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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