

For Immediate Release

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Firestone Ag introduces premium Bridgestone tractor tire lines

Innovative, next-generation technology sets new performance standards to meet farmers' evolving needs.

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- Firestone Ag brings Bridgestone's premium performance and advanced technology to U.S. and Canadian farmers and custom operators, offering tractor tires with enhanced durability and longevity both in the field and on the road.
- Engineered with cutting-edge tread and lug innovations, Bridgestone tires balance excellent and efficient traction with on-road comfort and soil health benefits. The VX-TRACTOR tire delivers 45% more wear life.¹
- Bridgestone VX, VT and VX-R TRACTOR tires will be available for order at certified Firestone Ag dealers starting September 1, 2024.

NASHVILLE, Tenn. (August 27, 2024) – [Firestone Ag](#), a division of [Bridgestone Americas](#) (Bridgestone), and the leader in farm tire technology, introduces the premium performance and uncompromising wear life of Bridgestone tractor tires to U.S. and Canadian farmers and custom operators.

Bridgestone sets new performance standards for agricultural tires. All three tires in the Bridgestone lineup feature our triple-defense rubber compound engineered to resist wear, protect against stubble and enhance durability. The patented Involute lug design maximizes traction and minimizes soil disturbance and energy loss caused by tire slip, helping farmers reduce fuel costs to get the most from their equipment and tire investment. Outlasting a top competitor in field trials, the Bridgestone VX-TRACTOR tire delivers 45% more wear life.¹

“We’re confident the benefits of these tire technologies will far exceed expectations and deliver a level of performance never before seen,” said Greg Jones, manager of global field engineering, Firestone Ag.

Bridgestone tractor tires are backed by a competitive 10-year limited warranty.² The tire line leverages unique tread and lug technologies and includes three options in popular sizes.

Latest technologies set new performance standards

- **Triple-defense rubber formulation:** Engineered for top wear resistance and stubble protection, Bridgestone tires deliver enhanced durability and tire life across virtually any terrain or road condition.
- **Involute lug design:** Patented lug design helps minimize energy loss and is designed to deliver fuel-efficient traction with minimal slip and soil disturbance, offsetting the potential for soil erosion.
- **20% greater lug volume³ and overlapping lug pattern:** Ideal for frequent road use, Bridgestone tires deliver long-lasting wear with a comfortable and smooth ride.
- **Proprietary S-LINE technology:** This reinforced sidewall innovation improves upon traditional VF technology in the VT-TRACTOR tires to help reduce soil compaction without sacrificing durability, even under severe loads at VF inflation pressures.

Three models maximize productivity for hard-working tractors

- The **VX-TRACTOR tire** sets the new benchmark for long-lasting wear in the high-horsepower tractor category, delivering 45% more wear life.¹ Engineered for farming operations that require frequent roading, the VX-TRACTOR tire, with up to 20% more lug volume than competitors,³ helps farmers reap the maximum value from their tire investments. Available in 28”–34” front sizes and 38”–42” rears.
- The **VT-TRACTOR tire** is the ultimate productivity partner for farmers looking to help optimize yield with the latest technology while protecting their most valuable asset, their soil. A high-horsepower tractor tire with embedded VF technology, the VT integrates multiple innovative tread and compound features to improve traction and on-road wear while reducing fuel costs and soil compaction. Available in 30”–34” front sizes and 38”–42” rears.
- The **VX-R TRACTOR tire** is a wide tread pattern workhorse engineered to extend the premium performance of the VX-TRACTOR tire to popular tractors of 135 horsepower or less. Built with versatility in mind, the ultra-wide design (UWD) tread pattern of the VX-R expands the tire’s contact area, whether you’re in the field or on the road, to deliver

excellent wear life, traction and ride comfort. Available in 24" front and 30" and 34" rear sizes.

"Harvey Firestone invented the first pneumatic farm tire in 1932, and today's introduction of Bridgestone premium tractor tires reflects our continued commitment to meeting the evolving needs of farmers," said President Tony Orlando. "By combining years of experience from the Firestone Tire Test Center in Ohio with the global know-how and research of Bridgestone, we will keep bringing innovations that help farmers be more successful."

Bridgestone Ag tires are available for order in the US and Canada starting September 1. Contact your local certified [Firestone Ag dealer](#) or visit [FirestoneAg.com](#) to learn more.

¹ Bridgestone VX-TRACTOR in sizes 600/70R28 and 710/70R42 compared to the equivalent sizes of Michelin MACHXBIB. Projected wear life based on field test data. Actual results will vary depending on several factors such as tire size, operation conditions, maintenance, field conditions, and driving style.

² Conditions apply. See FirestoneAg.com for details.

³ Bridgestone VX-TRACTOR tire in size 710/70R42 compared to the equivalent size of the Firestone Maxi Traction tire. Based upon internal measurement tests. Actual results may vary depending on tire size.

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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