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Finally, a better way  
to evaluate tire choices!

Special Edition Four

real QUESTIONS  
real ANSWERS

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**BRIDGESTONE**

***BridgestoneTrucktires.com***

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# Finally, a better way to evaluate tire choices!

Because tire fuel economy changes with wear, and because tread life, retreadability, fuel cost per gallon and even inflation pressure affect tire life cycle cost, Bridgestone created a special computer program that gives a truly realistic look at the life cycle cost of tires.

The program, developed in collaboration with an independent testing laboratory and using an SAE method for calculating fuel consumption of tires, can predict – accurately – what different tire choices can do in your operation.



## The power of Tire Life Cycle Cost analysis

The program, called TLCC, lets you see how much Bridgestone and competitors' tires cost over their entire useful lives, both in **tire cost per mile and in the amount of fuel you use.**

It's a comprehensive way of looking at *all* tire-related costs, including tires, fuel, maintenance, even casing values and scrapping fees.

Your Bridgestone representative will be happy to perform a Tire Life Cycle Cost analysis for you. Together, you can explore the effect of different (even competitive) tires, different fuel and tire prices, tread life, inflation pressures and tire service costs.

**Total**  
**\$0.14009**



tire cost per mile


fuel cost per mile

## What's new in large truck fuel economy?

Today's trucks are much more aerodynamically sleek and often are running at much higher speeds.

All these things affect fuel economy, sometimes in very dramatic ways. And raise new questions that are as much about business as they are about trucks.

For example, is it cost-effective to increase your speed to 70 or 75 – if the law allows it? Can you increase productivity by increasing speed, or will fuel costs swamp the productivity benefit? If you decrease speed to save fuel, could your drivers run out of legal hours of service, delaying deliveries?

In the end, only you can determine what works for you – by running your own tests. We'll simply give you our perspective – as a tire manufacturer – on these and other issues. 

*Bridgestone's Tire Life Cycle Cost program can help you make meaningful, scientific comparisons between different tires over their entire useful life, at any fuel cost.*

