

Reprinted from **Real Answers**

Try Before You Buy

Special Edition Four

real QUESTIONS
real ANSWERS

BRIDGESTONE

BridgestoneTrucktires.com

1-800-543-7522

Try Before You Buy

Bridgestone recommends that before you make a major investment in fuel-saving technology, you conduct your own tests, to determine whether or not your investment will bring you a satisfactory return.

“Real-world” fuel economy testing

Tracking long-term effects requires patience and attention – and the results are slow to accumulate – but is something you can do yourself, requires no special equipment or facilities, and unlike a “laboratory” test or manufacturer’s advertising claim, is “real-world.”

At the same time, long-term records will confirm and track trends you may have observed in other tests, while taking into consideration the operating factors that make your fleet unique.

Long-term testing requires relatively simple but diligent recordkeeping. Fuel receipts and your odometer readings will be your primary data.






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Best of all, because long-term fuel economy tracking calculates performance in your normal operations, it truly is a measure of “real-world” effects.

1. Test things yourself

-  You don't operate on theory, and your drivers don't drive on test tracks. The
-  only way you're going to be able to fully
-  evaluate a fuel economy method is to try it for yourself and track the results.


2. Limit your investment

Bridgestone tests show trailer tires contribute more than drive tires to tire-related fuel economy.

So, you might try changing trailer tires first. It's a pretty good bet that if changing your trailer tires doesn't save you money, changing drive tires won't either.

Since these are fuel-efficient trailer retreads that rival new tires for fuel economy, they might be the best thing to try.

3. Consider all the variables

 The right choice of fuel-efficient dual assemblies may save just as much fuel as wide base singles, without requiring a huge investment in new wheels.

Tire technicians may need special training, and you may need to verify that replacement tires are available along your customary routes to avoid costly delays.

Robbing Peter to pay Paul can cancel the big savings you hoped for.

4. Try other methods



While equipment changes can help save on fuel, many operators have found driver training and incentive programs to be very effective, with results that sometimes exceed those produced by equipment changes alone.

And sloppy, inconsistent driving can sometimes cancel the improvements you hoped to get from equipment investments.

5. Examine your priorities



In a large organization, different departments can find themselves working at cross purposes: If your maintenance group is responsible only for equipment costs, for example, they may favor tires that last a long time, but aren't very fuel efficient.

Meanwhile, another department, like operations, may be responsible for paying the fuel bill and demand tires that save on fuel, even if they don't provide very long life or retreadability.

Once again, Bridgestone's Tire Life Cycle Cost program can help you create a dialog between departments and clarify your goals.

6. Call for help



Most tire suppliers will be happy to help you with advice, and in conducting your own fuel economy tests. You can get assistance from Bridgestone by calling 1-800-847-3272.

In addition, only Bridgestone has the Tire Life Cycle Cost program, to help you make scientific, informed tire choices. Your Bridgestone representative can help you analyze your current tires (even if they are from Bridgestone competitors), and recommend tires that will produce the lowest overall cost over their useful life. 