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Is your form following
your function?

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Is your form following your function

One of the watchwords of modern architecture is, of course, “form follows function.” The design and look of a thing should follow naturally from what it needs to do.

In this issue of *Real Answers*, we’re going to see how some forms are following function in the trucking industry, and even in ways to have fun.

We start with a look at Bridgestone’s participation in the Environmental Protection Agency’s “SmartWay” program, an industry-wide drive to improve the environment while at the same time improving fleets’ bottom lines. As we’ll see, no longer do cleanliness and conservation mean taking a beating on the P&L.

Then, we share a very enjoyable visit with Greg Muirhead and his crew at Muirhead Trucking, Inc. of Gun Barrel City, Texas. Greg refuses to compete on price, yet has turned being “on time and looking good” into a true competitive edge.

For Bridgestone sales engineers like Buddy Kirkwood, form *must* follow function. Helping customers solve problems and making tire and maintenance recommendations depends totally on understanding exactly what you and your fleet are trying to do.

And we’ll peek in on the activities of one of Bridgestone’s product development teams, to see how they create new tire designs to meet your ever-changing needs.

We’ll also have some fun with a trip to the Bridgestone racing academy near Toronto, where the track and vehicles are designed to let you go as fast as you can – and do it safely.

Finally, we’ll take a first look at Bridgestone’s new commercial tire Web site, where everything has been completely redesigned to get you to the information you want – in as few steps as possible.

Even this magazine is designed with form following function. Just turn the page and you’ll see. **TA**



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