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Do you know
your “17 R’s”?

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 **BRIDGESTONE**

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Wow! It used to be just “3 R’s.” And now there are 17? Well, as it happens, this issue of *Real Answers* (oops, there’s another “R,” probably need to make it 18!) contains quite a few stories that somehow relate to words beginning with the letter “R.”

We’re going to talk about the need to “Reduce,” “Re-use” and “Recycle” when it comes to tires – and why all three of those things can help “Remove” the “Red” from your balance sheet.

Then, we’ll visit Langer Transport in Jersey City, New Jersey, to learn how Langer “Records” data that helps it make better decisions about its tires – and everything else it does.


We’ll follow the thrilling tale of how our Bridgestone Canadian Truck Hero “Rescued” a fellow driver from his burning rig.

And, we’ll see how shearography can actually “Reduce” your “RAR’s” by “CAT-Scanning” your casings, and how the enormous escalation of fuel prices has brought a new “Reality” to large truck fuel economy.

As if all that weren’t enough, we’ll also preview a new Bridgestone drive radial that delivers “Rugged” performance in on/off-highway drive applications and see WHY the “Red” dots we put on certain Bridgestone tires go where they do.

Taking a look backward, we’ll “Revisit” how altitude and temperature affect tire inflation pressures, and what, if anything, you need to do about it.

Finally, we’ll apply a little science to show why an inflated truck tire always needs to be treated with the utmost “R-E-S-P-E-C-T”!

OK, is that 17? Or 18? We’ll leave the “Results” up to you: Right now, let’s turn the page and start “Reckoning”! 

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