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Is there an actor
who performs well
off Broadway & on screen?

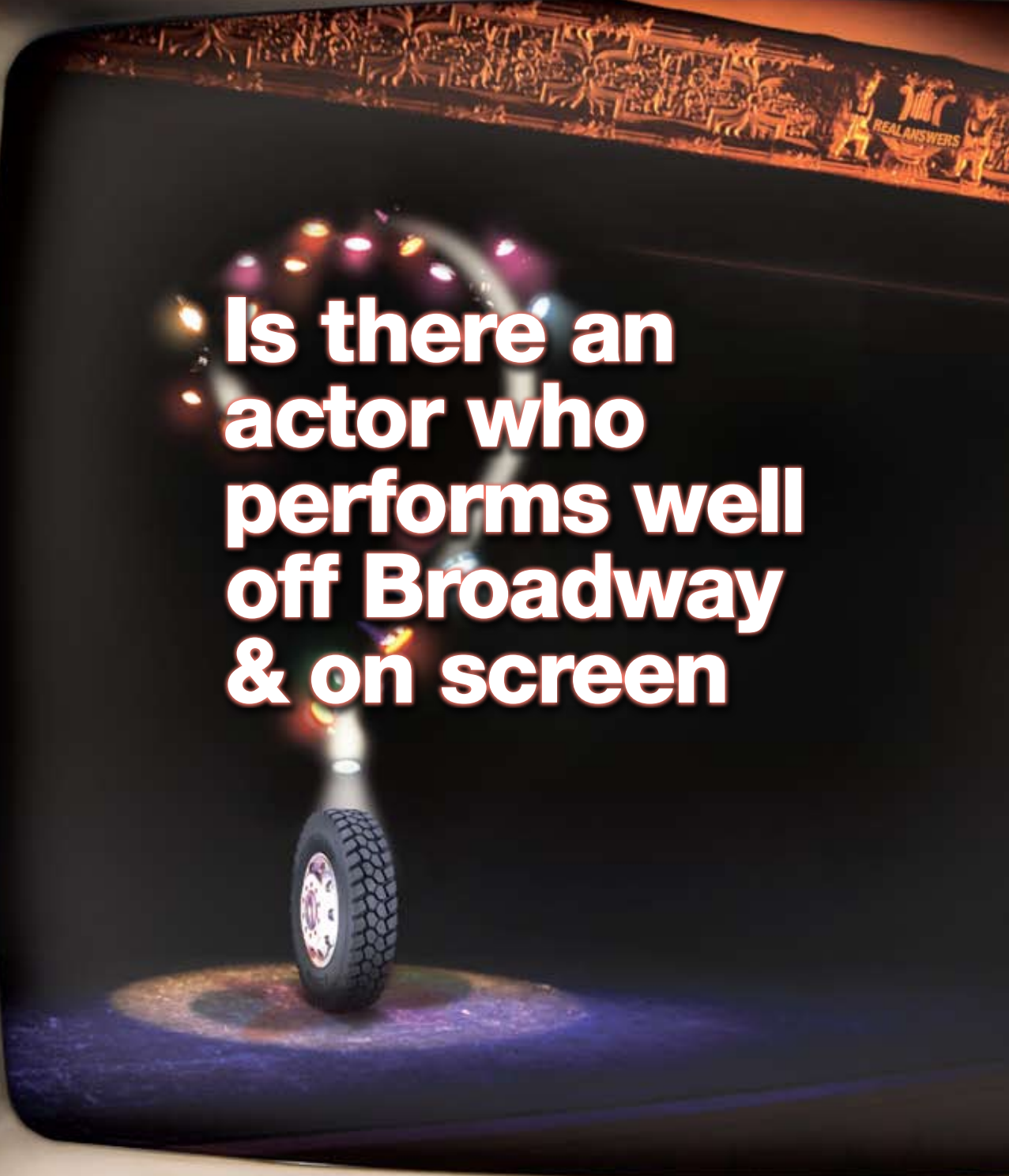
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A television screen is shown with a dark background. In the center, a single tire stands upright on a circular, glowing purple and blue spot. Above the tire, several spotlights of various colors (yellow, red, blue) are shining down, creating a dramatic effect. In the upper right corner of the screen, there is a faint, golden-colored image of a theater stage with the text "REAL ANSWERS" visible. The text "Is there an actor who performs well off Broadway & on screen" is overlaid in the center of the screen in a bold, white font with a red outline.

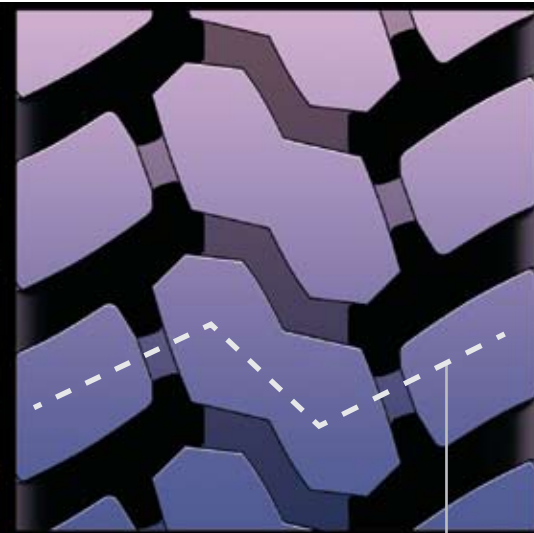
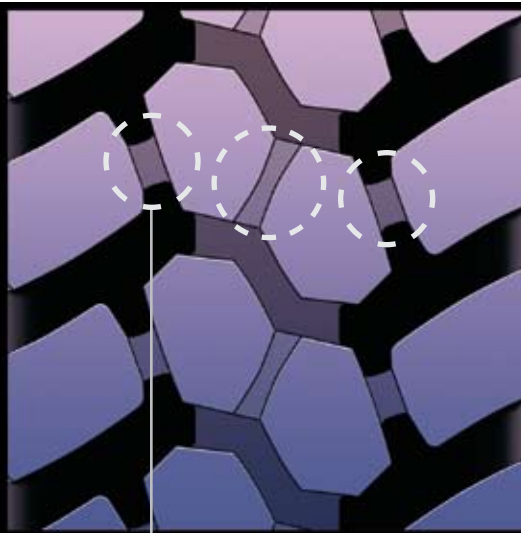
Is there an actor who performs well off Broadway & on screen

Movie mavens and theatre buffs will fight until all the popcorn and Jujubes are gone that no actor can successfully perform both off Broadway and on screen.

But are tires the same? Do you know fleet mavens and tire buffs who would argue that no tire can successfully perform both off the highway and on the road?

Maybe they've never seen Bridgestone L320 perform its newest role: on/off-highway drive tire extraordinaire.





The first tread image is when the L320 is brand **new**, with $3\frac{1}{32}$ nd of new tread. The tie bars are circled so they're easy to identify.

The second image is after $1\frac{1}{2}$ " of wear. That's substantially more than half the tread wear, **over 61 percent**. And as you can see the tire is still very aggressive. The tie bars linking the center blocks have created a zig-zag lug tread pattern.



Tell us about this tire.

The new Bridgestone L320 drive radial is engineered for **STRENUOUS OFF-HIGHWAY TRACTION AND LONG ON-HIGHWAY TREAD LIFE**.

All while offering superior retreadability.

As with all Bridgestone on/off-highway tires, the L320 is built to be retreaded again and again, using **four steel belts** and an **all-steel casing** for superior retreadability.

Why is it a great on-highway tire?

It offers incredible tire life. L320 has an **extra-deep $3\frac{1}{32}$ " tread depth** for longer mileage. To help ensure those long miles are as smooth as possible, L320 uses **irregular-wear fighting technologies** to fight the damaging effects of its dual roles.

Such as?

You've probably heard about **tie bars** and how they fight tread squirm, but may never have seen a design as extensive as this one on an on/off-highway tire.

Extra-deep lugs, such as those found on the L320, are especially vulnerable to block squirm. Tall lugs are aggressive in the mud, but tend to squirm when they reach hard road surfaces. The L320 uses tie bars to link blocks to its neighbors, fighting irregular wear for smoother tire life.



The third image is **after 21/32" of wear** – with 10/32" of tread remaining. The tie bars linking the tread horizontally have joined all the tread elements, and there's still a great deal of void for superior traction.

The last image shows the L320 with **6/32" of tread depth remaining** – the point where many fleets pull the drive tires for retreading.

What else?

Cap/base construction gives the L320 good wear on the highway. The top tread is engineered for superior traction and wear while the base compound insulates the casing for outstanding retreadability.

In addition to being durable, the tread compound is **cool-running** so you can use the L320 at highway speeds to 65 mph. That's important if your job site is more than a dozen miles down an Interstate or divided highway and you don't have time to dawdle.

What makes it a great off-highway tire?

It has tremendous traction. One look at the tread pattern and you can see why the L320 is popular with construction, logging and oil field fleets.

The **extra-deep lug tread pattern** is aggressive, so it's going to claw through the mud to reach dryer, more solid ground. The **open-shoulder design** improves mud traction further by releasing mud from the tread surface.

Plus the L320 has an excellent high void pattern.

What's that?

There's a lot of space between the blocks. These empty areas are what is meant by a "**higher void ratio**" and create aggressive traction. Rib tires, on the other hand, have a low void ratio to put more rubber on the road.

Speaking of aggressive traction, to help prevent sharp stones and construction debris from cutting the lugs, the L320 uses an **ultra-tough tread compound** to resist cuts, chips, chunks and tears.

Now, we talked earlier about tie bars and how they are a stabilizing feature in fighting irregular wear.

Many will find the L320 interesting, because as the tire wears, the tie bars become part of the tread pattern.

How so?

At the top of these pages is the progression of tread wear, so you can see for yourself how the L320 uses its tie bars to retain its grip.

At each stage of wear, the tire bars help reduce tread element squirm, without adversely affecting traction.

What kind of fleets can use the L320?

Those in the construction, mining, logging and oil field service. The 11R22.5 and 11R24.5 sizes of the L320 drive are available in both "G" and "H" load ratings, while the 12R22.5 has an "H" load rating.

For more information on the Bridgestone L320, ask your dealer or territory manager. 