TOTAL TYRE MANAGEMENT
BRIDGESTONE’S TOTAL TYRE MANAGEMENT PROGRAM IS MORE THAN A BUSINESS SOLUTION; IT’S A BUSINESS IMPERATIVE
The Bridgestone brand has a global reputation as the tyre industry market leader. We’re renowned for producing quality products and being at the forefront of technology, innovation and continuous improvement.

But we also understand that New Zealand needs are different to our international markets. Specific in-country testing ensures the products we offer to the New Zealand market are ideally suited to our unique conditions.

Our Total Tyre Management program delivers a comprehensive solution to your tyre needs. With market-leading products and retreads from Bandag, a detailed plan developed specifically for your business and ongoing support from our team of experts, we will help you achieve the lowest cost per kilometre (CPK) possible.

Beyond this, our Total Tyre Management program offers unprecedented service levels. With nationwide servicing vehicles, 90 Bridgestone and affiliated tyre outlets and 24/7 emergency support, help is always at hand.

- 24/7 support
- Central invoicing
- Mobile servicing
- A store near you
- Qualified experts
- Monthly reporting
- Environmental credibility
- A leading brand
There’s a reason some of New Zealand’s largest and best-known transport operators choose to partner with us – as the world’s leading tyre brand, our products speak for themselves.

Partnering with Bridgestone means you will be supplied with quality products developed specifically for New Zealand conditions. It also gains you access to global expertise and resources from the world’s leading tyre brand.

We invest $800 million annually into tyre research and development, and have a range of innovative, hi-tech and cost-effective solutions for the many challenges faced by the modern transport operator.

$800+ million
Invested in the research and development of our tyres annually

Bridgestone tyres are tested at
10 Proving Grounds in 8 different countries
WHY BRIDGESTONE?

Bridgestone is the NO.1 TYRE BRAND IN THE WORLD
Improve your bottom line

Bridgestone’s Total Tyre Management program offers a number of benefits all designed to deliver important improvements and efficiencies for your business.

Ensuring your fleet is operating as efficiently as possible.

Monthly reporting and live data collection provides us with all the information to make this happen. With tailored plans developed and implemented around the needs of individual vehicle applications, we provide an in-depth analysis and recommend the right product mix to deliver maximum efficiency and the lowest CPK for your business. Our state of the art reporting capabilities will ensure you maintain a clear picture of your tyre usage, CPK data and more – designed to keep you informed and ahead of the game.

In line with our global electronic fleet management initiatives, we’re currently adapting a system suited to our local commercial customer requirements that captures information using an electronic tablet instead of paper. With a wide variety of functionality, this aims to increase efficiency and improve quality over our manual processes.
Support where it counts, when it counts

Total Tyre Management offers support wherever you need it, whenever you need it. Our Bridgestone network includes 90 stores supported by over 200 mobile service vehicles, all invoiced in one central system. You’ll also have access to the skills and expertise of a team of technical engineers and a 24/7 emergency support number.
The best in the business

Our Tyre Technicians undergo comprehensive training and they’re the best at what they do – this means you can rest assured your fleet will always be serviced efficiently and effectively by expert people.

We have a team of localised Commercial Tyre Managers who work closely with your business, and are supported by an expert team of technical engineers. As part of our commitment to this industry, we continuously review the market and plan for future product requirements.

The Total Tyre Management team has been structured to ensure you have access to the right level of support whenever you need it – with locally-based team members for day-to-day contact and national managers providing high-level analysis and support.

EXPERT ADVICE

From Bridgestone New Zealand’s Technical Field Service team of engineers and Commercial Tyre Managers
Quality products

With us you can take the worry and guesswork out of what products to run your fleet on – not only will you be choosing quality products made by the market-leader, you will be choosing products designed specifically to suit local conditions.

Our Premium product range, which includes the number one steer tyre on the market, is readily available and widely used by fleets across New Zealand. Whether you’re hauling freight on the highway, moving livestock off-road and on, navigating heavy loads through urban areas or taking passengers around a city, we have a tyre for every application.

Bridgestone Ecopia

For fleet owners, our Ecopia tyres can potentially deliver a saving of hundreds of thousands of dollars in fuel costs.

Tyre rolling resistance can have a serious impact on fuel consumption*. Bridgestone Ecopia low rolling resistance drive and trailer tyres deliver fuel savings of up to 6%.

Ecopia tyres provide the perfect solution to help you reduce fuel costs without compromising on tyre performance.


Bandag retreads

Bandag is the number one tyre retreading brand in New Zealand – helping customers lower their total tyre costs for more than 45 years. Our Ecopia tyres can be retreaded again and again, providing an economic solution for your business.

With three retread plants across New Zealand, Bandag’s unique retreading process suits all applications, extends the life of the tyre and ensures total quality control and reliability.

Bandag is the highest quality retread product on the market and offers a premium low rolling resistance Fueltech range, delivering increased fuel savings when coupled with Ecopia casings.
At Bridgestone, we believe it’s our responsibility to help ensure a healthy environment for current and future generations.

We proudly recycle all our waste tyres in the North Island with Pacific Rubber and will expand this to the South Island in future. We’re constantly looking to minimise the environmental impact of our products and manufacturing processes.

**Bridgestone Ecopia**

Our Ecopia tyres represent an eco-friendly, fuel saving solution which can reduce CO$_2$ emissions. Put simply, their lower rolling resistance means less fuel consumption and lower CO$_2$ emissions – and that’s good for everyone.

**Bandag retreads**

Instead of disposing of tyres with worn out treads and good sidewalls, they can be remanufactured and put to work again and again – minimising waste of perfectly good casings.

Production of a retread requires significantly less oil than production of a new tyre. In short, when you choose Bandag retreads you choose to make a real contribution to the sustainability of our environment.

Our products deliver real ways to reduce CO$_2$ emissions. Partner with Bridgestone today to strengthen your environmental credibility.

To find out more about what we’re doing for the environment, visit: bridgestonatyres.co.nz/tomorrowmatters

**Retread production is better for the environment**

It takes only 28 litres of oil to produce a retread, compared to 83 litres for a new tyre.