

DriveGuard from Bridgestone

by Ian Lynas



Bridgestone, the world's number one rubber and tyre manufacturer, has announced the launch of DriveGuard, a new, game-changing touring tyre designed to be fitted to passenger cars to remove concerns relating to tyre damage, including in the tyre's tread and side wall areas and to deliver the highest standards of safety, wet performance, comfort and fuel efficiency; giving drivers additional peace of mind, safety and convenience. The new tyre will be available in our market from April 1.

Acknowledged for developing outstanding and breakthrough

technologies, DriveGuard, is a game changer due to its capability to be fitted into all passenger vehicles regardless of the manufacturer or model subject to the car having tyre pressure monitoring, if not then the owner can consider a retro fit.

With some sixty five percent of drivers experiencing punctures in the last four years leading to feelings of helplessness and insecurity combined with lost time of up to three hours, now is definitely the time to rethink tyre safety.

In twenty three percent of cases punctures happen during the evening or late at night which adds additional stress and anxiety to the situation.

The new age technology from Bridgestone uses a proprietary high-tech cooling fin design as well as supportive and tough reinforced sidewalls which allow drivers to maintain control and continue driving safely and comfortably for 50 miles at up to 50mph after a puncture; fast enough and long enough to arrive safely at their desired destination or to seek assistance at a convenient service point.

Whether you are driving to work, going home or meeting with friends there is never a convenient time for a puncture. Drivers never want to find themselves stranded, changing their tyre on the side of the road, in the dirt, in the rain, in the dark, with no mobile phone reception to call for assistance.

DriveGuard provides a safe and reliable solution, allowing drivers to wipe their hands clean of inconvenient puncture scenarios. Additionally, the new tyre eliminates the need to carry a spare tyre and is environmentally conscious due to being fully recyclable.

Unlike some other tyre mobility systems, DriveGuard is not restricted to a factory fitment on specific brands or car models and can be fitted on to almost all cars equipped with TPMS.

A flat tyre leads to rubber deformation which generates heat or friction; by using a special patented compound, Bridgestone created a high-tech cooling fin design in the

sidewall that channels the increased heat from the sidewall towards the rim and thus helps to preserve the tyre.

Based on state of the art technology, DriveGuard's sophisticated tread pattern helps biting edges to enhance wet road traction.

Certainly a welcome breakthrough in terms of safety and peace of mind for the driver.