

# **POTENZA<sup>™</sup> SPORT AS**

Performance  
that shines,  
even in the rain.  
That's what  
really matters.





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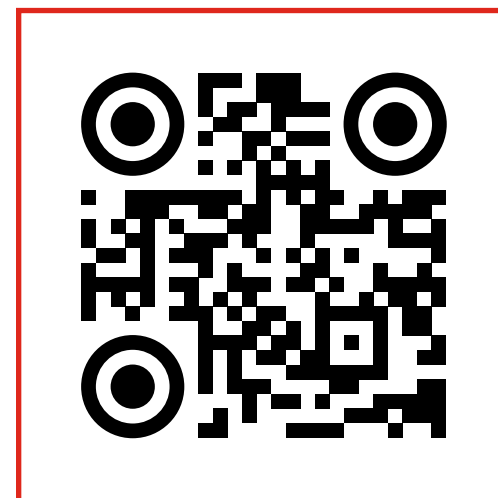




## Ultra-high performance that weathers the weather.

The Potenza™ Sport AS tire challenges the conventional wisdom that a tire can't be two things at once—and be great at both of them.

Delivering 100% ultra-high performance and 100% all-season readiness, the Potenza Sport AS tire is the newest addition to the Potenza portfolio, designed to help drivers extract the exhilarating drive they expect from their luxury vehicle, no matter the time of year.



Scan this QR code to experience more of the Potenza Sport AS on Bridgestone's product hub.





# Sporty handling with wet grip.

## PRECISION WET PERFORMANCE

The new Bridgestone Potenza Sport AS tire is capable of confidently carving through wet roads thanks to a redesigned tread pattern and Bridgestone's next generation ENLITEN™ technology.

- The Bridgestone Potenza Sport AS tire displayed up to a 7% quicker wet acceleration vs. the Continental ExtremeContact DWS06+ tire.<sup>1</sup>

## RESPONSIVE GRIP TO COMMAND THE ROAD

Ultra-thin sipes deliver excellent handling and responsive grip so you can enjoy the full potential of your performance vehicles.

## WINNING PERFORMANCE FOR WINTER<sup>2</sup> ROADS

The Bridgestone Potenza Sport AS tire helps to keep you in control on light snow and moderately icy roads. With the Potenza Sport AS tire, your performance vehicle won't be relegated to the garage just because the temperature drops.

- The Bridgestone Potenza Sport AS tire displayed up to a 10% shorter stopping distance in snow vs. the Continental ExtremeContact DWS06+ tire.<sup>3</sup>

## 50,000 MILE LIMITED WARRANTY

Engineered with Bridgestone's innovative PeakLife™ technology, the new Bridgestone Potenza Sport AS tire delivers an impressive 50,000 mile limited warranty, helping you get more exciting miles from your ultra-high performance tires.<sup>4</sup>

1 Based on comparative wet acceleration testing (0-40mph) of the Bridgestone Potenza Sport AS tires and the Continental ExtremeContact DWS06+ tires (size 215/55R17). Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.  
2 The Potenza Sport AS is an all-season tire and is not a dedicated winter tire.  
3 Based on comparative snow braking testing (25-0mph) of the Bridgestone Potenza Sport AS tires and the Continental ExtremeContact DWS06+ tires (size 215/55R17). Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.  
4 Conditions apply. See [BridgestoneTire.com/warranty](https://www.BridgestoneTire.com/warranty) for details.



# The next evolution of Potenza all-season performance.



## **POTENZA™ RE980AS<sup>+</sup>**

- Responsive handling, balanced all-season performance, and strong wear life
- Excellent ride comfort with balance of stiffness & damping
- Rated as "Excellent" on TireRack.com<sup>1</sup>



## **POTENZA™ SPORT AS**

- Further enhanced dry and wet performance<sup>2</sup>, with focus on delivering precision steering and handling
- Strong winter performance<sup>3</sup> vs. key competition<sup>4</sup>
- Enhanced wear life with 50,000 mile limited warranty via ENLITEN technology<sup>5</sup>

<sup>1</sup> Based on Tire Rack's online consumer survey results for Ultra-High Performance All-Season tires.

<sup>2</sup> Based on comparative wet acceleration testing (0-40mph) of the Bridgestone Potenza Sport AS tires and the Continental ExtremeContact DWS06+ tires (size 215/55R17). Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.

<sup>3</sup> The Potenza Sport AS is an all-season tire and is not a dedicated winter tire.

<sup>4</sup> Based on comparative snow braking testing (25-0mph) of the Bridgestone Potenza Sport AS tires and the Continental ExtremeContact DWS06+ tires (size 215/55R17). Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.

<sup>5</sup> Conditions apply. See BridgestoneTire.com/warranty for details.

# A performance dynasty continues.

Get acquainted with the new Potenza portfolio, a product lineup that covers the full spectrum of adrenaline enthusiasts' driving needs. Our ultra-high performance portfolio may need no re-introduction, but the new Potenza Sport AS tire plays a crucial role in rounding out this formidable family.



## **POTENZA<sup>™</sup> SPORT AS**

### **ALL-SEASON PERFORMANCE**

Ultra-high performance enhanced by an all-season technology package, with outstanding wet and winter performance, and an enviable 50,000 mile limited warranty.<sup>1</sup> The Potenza Sport AS replaces the Potenza RE980AS+.



## **POTENZA<sup>™</sup> SPORT**

### **SUMMER PERFORMANCE**

Designed to bring more excitement to your daily drive, the Potenza Sport is a summer performance tire that offers enhanced handling, cornering and high-speed grip.



## **POTENZA<sup>™</sup> RACE**

### **ON-TRACK & ON-ROAD VERSATILITY**

Ideal for weekend racing, the Potenza Race offers the versatility hobbyist drivers crave from an ultra-high performance tire that's as capable on the track as it is showing off on the drive home.



## **POTENZA RE-71RS<sup>™</sup>**

### **ON-TRACK EXCELLENCE**

Occupying pole position, the Potenza RE-71RS is Bridgestone's highest-performing consumer tire and our flagship Potenza product. A dedicated track tire, the Potenza RE71RS offers blistering fast pace and precision handling.

<sup>1</sup> Conditions apply. See [BridgestoneTire.com/warranty](https://www.BridgestoneTire.com/warranty) for details.



# Don't cancel the parade.

Rain may slow other ultra-high performance tires down, but the Potenza Sport AS tire practically beckons wet weather. Engineered with precision wet performance and our patented ENLITEN technology, **the Bridgestone Potenza Sport AS tire displayed up to a 7% quicker wet acceleration vs. the Continental ExtremeContact DWS06+ tire.<sup>1</sup>**

<sup>1</sup> Based on comparative wet acceleration testing (0-40mph) of the Bridgestone Potenza Sport AS tires and the Continental ExtremeContact DWS06+ tires (size 215/55R17). Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.







## A real snow-stopper.

In addition to its wet weather capabilities, the Potenza Sport AS is adept in wintry situations from light snow to traversing moderately icy roads. In internal testing, **the Bridgestone Potenza Sport AS tire demonstrated a stopping distance of up to 10% shorter than the Continental Extreme Contact DWS06+.<sup>1</sup>**

<sup>1</sup> Based on comparative snow braking testing (25-0mph) of the Bridgestone Potenza Sport AS tires and the Continental ExtremeContact DWS06+ tires (size 215/55R17). Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.



# Long live life in the fast lane.

Drivers will appreciate that all this performance is packaged up in an equally pleasing warranty. Thanks to PeakLife technology that enhances tread wear life, **the Potenza Sport AS comes with a 50,000 mile limited warranty<sup>1</sup>** for many seasons of life in the fast lane.

<sup>1</sup> Conditions apply. See [BridgestoneTire.com/warranty](https://www.bridgestone.com/warranty) for details.





A red Alfa Romeo sedan is shown from a side-rear perspective, driving on a two-lane asphalt road that curves to the left. The car is in motion, with dust being kicked up from the rear tires. The road has double yellow lines. In the background, there is a grassy embankment with a white fence and a rocky area.

## Carve through fast corners.

Even with added all-season technology, the Potenza Sport AS tire is at its core a product designed to get the auto enthusiast's heart pumping. With pattern enhancements like ultra-thin sipes and a solid rib design, **the Potenza Sport AS helps drivers feel connected to the road with precision handling and grip that holds through fast corners.**






# POTENZA™ SPORT AS

Ultra-High Performance All-Season



High-performance exhilaration that doesn't wait on the forecast.

## Features & Benefits

-  Precision Wet Performance
-  Responsive Grip to Command the Road
-  Winning Performance for Winter<sup>3</sup> Roads

# 50,000

Mile Limited Warranty<sup>1</sup>



**New Tread Compound with PeakLife™ Polymer Technology** designed to improve performance and wear life, supporting a 50,000 mile limited warranty<sup>1</sup>

**Solid Rib Design** for improved handling and reduced pattern noise<sup>2</sup>

**Slot Alignment and Open Shoulders** to increase water evacuation and improve wet performance<sup>2</sup>

**Full-Depth 3D "Ultra Thin" Sipes** for improved handling and biting edges for winter performance<sup>2</sup>

**ENLITEN**  
TECHNOLOGY

Engineered to help optimize all-season performance and provide longer wear life.<sup>4</sup>

<sup>1</sup> Conditions apply. See [BridgestoneTire.com/warranty](http://BridgestoneTire.com/warranty) for details.

<sup>2</sup> Comparison based on the Bridgestone Potenza Sport AS tires vs. the Bridgestone Potenza RE980AS+ tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

<sup>3</sup> The Potenza Sport AS is an all-season tire and is not a dedicated winter tire.

<sup>4</sup> The combination of ENLITEN technology attributes applicable to a specific tire product may vary. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.



# Tire Size Chart

## KEY FITMENTS

- Alfa Romeo Giulia
- Audi A4/S4/A5/S5/Q5
- BMW 3 Series
- Mustang GT
- Infiniti Q50
- Acura TLX
- Lexus IS/ES
- Mercedes-Benz C-Class/CLA/E-Class

**Note:** The Bridgestone Potenza Sport AS tire is offered in a Y-speed rating on select models. It marks the first time Bridgestone Americas Technology Center developed Y-speed ratings for consumer replacement tires.

Tire Size and Service Description	Load Range	Item Number	Sidewall Styling	Approved Rim Widths	Measuring Rim Widths	Overall Tire Diameter	Overall Section Width	Tread Depth (32nd)	Revs Per Mile	UTQG	Wt.
<b>16" Rim Diameter</b>											
205/55R16 94W	XL	011916	BW	5.5-7.5	6.5	24.9	8.4	10	837	500 AAA	24
<b>17" Rim Diameter</b>											
215/55R17 94W		011920	BW	6.0-7.5	7.0	26.3	8.9	10	792	500 AAA	27
225/55R17 97W		011923	BW	6.0-8.0	7.0	26.8	9.2	10	778	500 AAA	28
235/55R17 99W		011926	BW	6.5-8.5	7.5	27.2	9.7	10	767	500 AAA	30
205/50R17 93W	XL	011917	BW	5.5-7.5	6.5	25.1	8.4	10	829	500 AAA	24
215/50R17 95W	XL	011921	BW	6.0-7.5	7.0	25.5	8.9	10	817	500 AAA	26
225/50R17 98W	XL	011924	BW	6.0-8.0	7.0	25.9	9.2	10	804	500 AAA	27
205/45R17 88W	XL	011919	BW	6.5-7.5	7.0	24.3	8.1	10	859	500 AAA	23
215/45R17 91W	XL	011922	BW	7.0-8.0	7.0	24.7	8.4	10	845	500 AAA	25
225/45R17 94W	XL	011925	BW	7.0-8.5	7.5	25.0	8.9	10	835	500 AAA	26
235/45R17 97W	XL	011927	BW	7.5-9.0	8.0	25.4	9.3	10	822	500 AAA	26
245/45R17 99W	XL	011928	BW	7.5-9.0	8.0	25.7	9.6	10	812	500 AAA	27
245/40R17 91W		011929	BW	8.0-9.5	8.5	24.7	9.8	10	843	500 AAA	26
<b>18" Rim Diameter</b>											
235/60R18 107W	XL	013388	BW	6.5-8.5	7.0	29.1	9.5	10	716	500 AAA	31
235/55R18 104W	XL	011936	BW	6.5-8.5	7.5	28.2	9.7	10	740	500 AAA	30
245/55R18 103W		013391	BW	7.0-8.5	7.5	28.6	10.0	10	728	500 AAA	35
225/50R18 95W		011932	BW	6.0-8.0	7.0	26.9	9.2	10	775	500 AAA	29
235/50R18 97W		011896	BW	6.5-8.5	7.5	27.3	9.7	10	764	500 AAA	29
245/50R18 104W	XL	011899	BW	7.0-8.5	7.5	27.7	10.0	10	753	500 AAA	32
215/45R18 93W	XL	011930	BW	7.0-8.0	7.0	25.6	8.4	10	813	500 AAA	25
225/45R18 95W	XL	011933	BW	7.0-8.5	7.5	25.9	8.9	10	803	500 AAA	27
235/45R18 98W	XL	011897	BW	7.5-9.0	8.0	26.3	9.3	10	791	500 AAA	27
245/45R18 100W	XL	011900	BW	7.5-9.0	8.0	26.7	9.6	10	782	500 AAA	29
215/40R18 89Y	XL	011931	BW	7.0-8.5	7.5	24.8	8.6	10	841	500 AAA	24
225/40R18 92Y	XL	011934	BW	7.5-9.0	8.0	25.1	9.1	10	831	500 AAA	25
235/40R18 95Y	XL	011898	BW	8.0-9.5	8.5	25.4	9.5	10	820	500 AAA	25
245/40R18 97Y	XL	011902	BW	8.0-9.5	8.5	25.7	9.8	10	810	500 AAA	28
255/40R18 99Y	XL	011904	BW	8.5-10.0	9.0	26.0	10.2	10	801	500 AAA	29
255/35R18 94Y	XL	011905	BW	8.5-10.0	9.0	25.0	10.2	10	833	500 AAA	28

Tire Size and Service Description	Load Range	Item Number	Sidewall Styling	Approved Rim Widths	Measuring Rim Widths	Overall Tire Diameter	Overall Section Width	Tread Depth (32nd)	Revs Per Mile	UTQG	Wt.
<b>19" Rim Diameter</b>											
235/55R19 105Y	XL	013387	BW	6.5-8.5	7.5	29.2	9.7	10	714	500 AAA	33
255/55R19 111Y	XL	013394	BW	7.0-9.0	8.0	30.0	10.4	10	693	500 AAA	35
225/45R19 96W	XL	011909	BW	7.0-8.5	7.5	27.0	8.9	10	772	500 AAA	28
245/45R19 102Y	XL	011912	BW	7.5-9.0	8.0	27.7	9.6	10	753	500 AAA	31
225/40R19 93Y	XL	011910	BW	7.5-9.0	8.0	26.1	9.1	10	798	500 AAA	27
235/40R19 96Y	XL	013386	BW	8.0-9.5	8.5	26.4	9.5	10	788	500 AAA	27
245/40R19 98Y	XL	011913	BW	8.0-9.5	8.5	26.7	9.8	10	779	500 AAA	29
255/40R19 100Y	XL	011915	BW	8.5-10.0	9.0	27.1	10.2	10	770	500 AAA	31
235/35R19 91Y	XL	011911	BW	8.0-9.5	8.5	25.5	9.5	10	818	500 AAA	25
245/35R19 93Y	XL	011914	BW	8.0-9.5	8.5	25.8	9.8	10	808	500 AAA	27
255/35R19 96Y	XL	011888	BW	8.5-10.0	9.0	26.0	10.2	10	801	500 AAA	29
<b>20" Rim Diameter</b>											
255/55R20 110Y	XL	013395	BW	7.0-9.0	8.0	31.0	10.4	10	672	500 AAA	37
255/50R20 109Y	XL	013393	BW	7.0-9.0	8.0	30.1	10.4	10	693	500 AAA	36
245/45R20 103Y	XL	011940	BW	7.5-9.0	8.0	28.7	9.6	10	727	500 AAA	33
255/45R20 105Y	XL	011943	BW	8.0-9.5	8.5	29.1	10.0	10	717	500 AAA	35
245/40R20 99Y	XL	011941	BW	8.0-9.5	8.5	27.7	9.8	10	751	500 AAA	30
235/35R20 92Y	XL	011939	BW	8.0-9.5	8.5	26.5	9.5	10	788	500 AAA	26
245/35R20 95Y	XL	011942	BW	8.0-9.5	8.5	26.8	9.8	10	778	500 AAA	29
255/35R20 97Y	XL	011944	BW	8.5-10.0	9.0	27.0	10.2	10	771	500 AAA	30

## Tire Specifications Legend

* OEM Tire	OWL Outline White Letter	~ Pinned for #12 Stud Sizes
¥ MOE (Mercedes Exclusive)	WS White Stripe	f Pinned for #15 Stud Sizes
^ RFT (Run Flat Tire)	XL Extra Load (XL)	** Pinned for #16 Stud Sizes
BW Blackwall	◆ Pinned for #11 Stud Sizes	*** Pinned for #17 Stud Sizes

■ New sizes

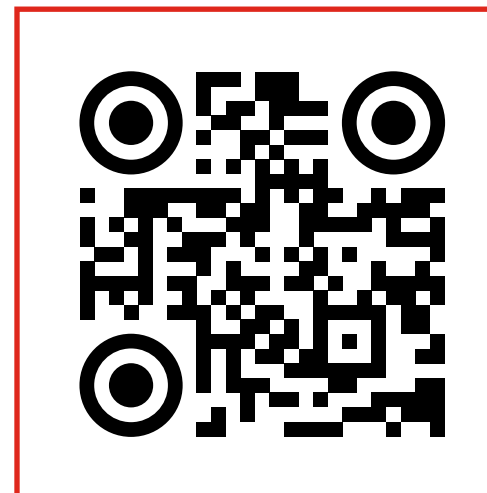




## **POTENZA™ SPORT AS**

Go further into the  
Bridgestone Potenza  
Sport AS tire journey.

- Access key marketing resources and sales materials about the new Bridgestone Potenza Sport AS tire on [BridgestoneMarketing.com](https://www.BridgestoneMarketing.com)
- Learn more at [MyBridgestoneEducation.com](https://www.MyBridgestoneEducation.com)



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