

TURANZA™ PRESTIGE™

What really
matters is
elevating
every moment.

BRIDGESTONE
Solutions for your journey



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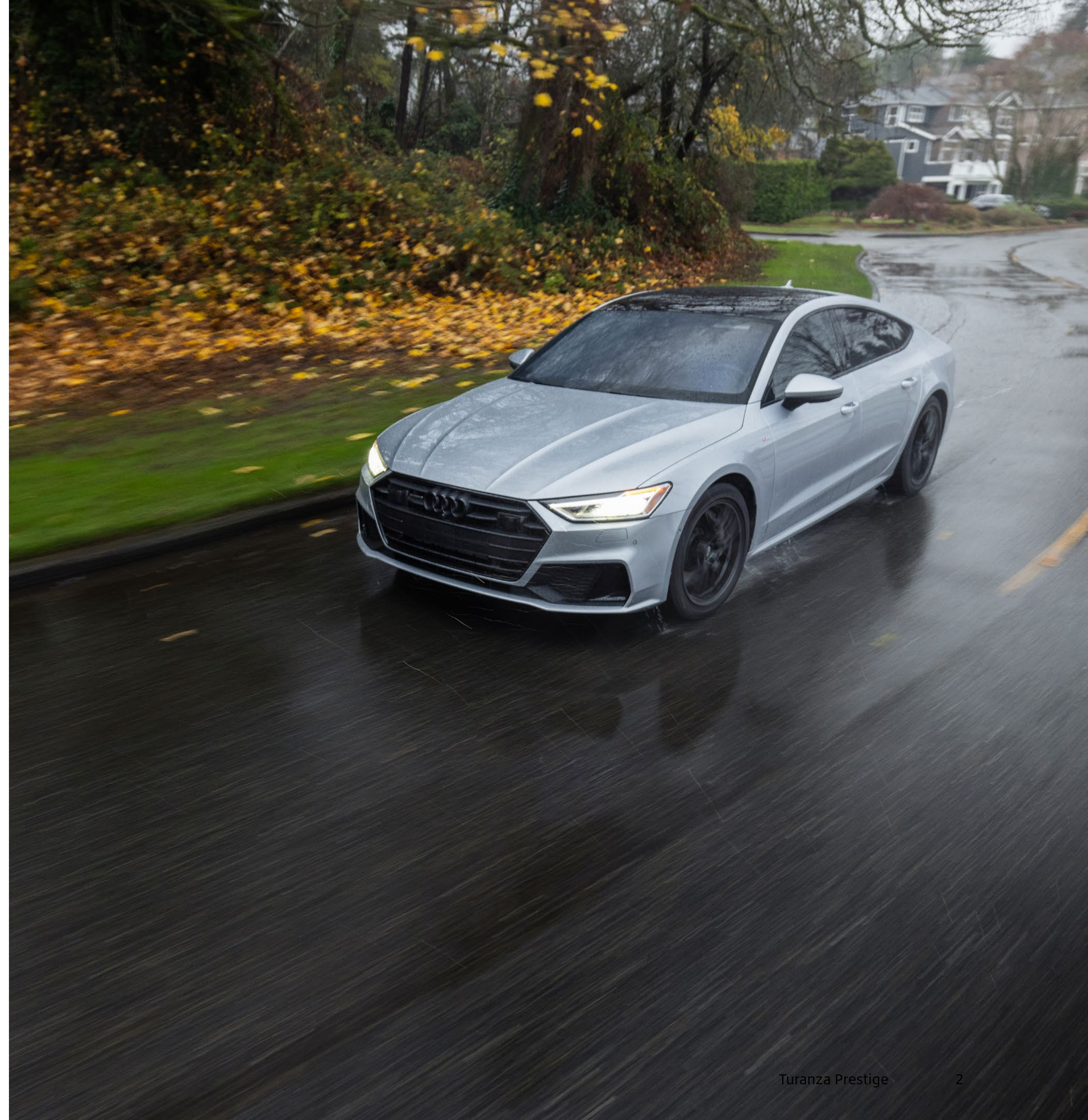
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Segment Overview



Max Traction

Enthusiast drivers of trucks and SUVs looking for maximum off-road traction



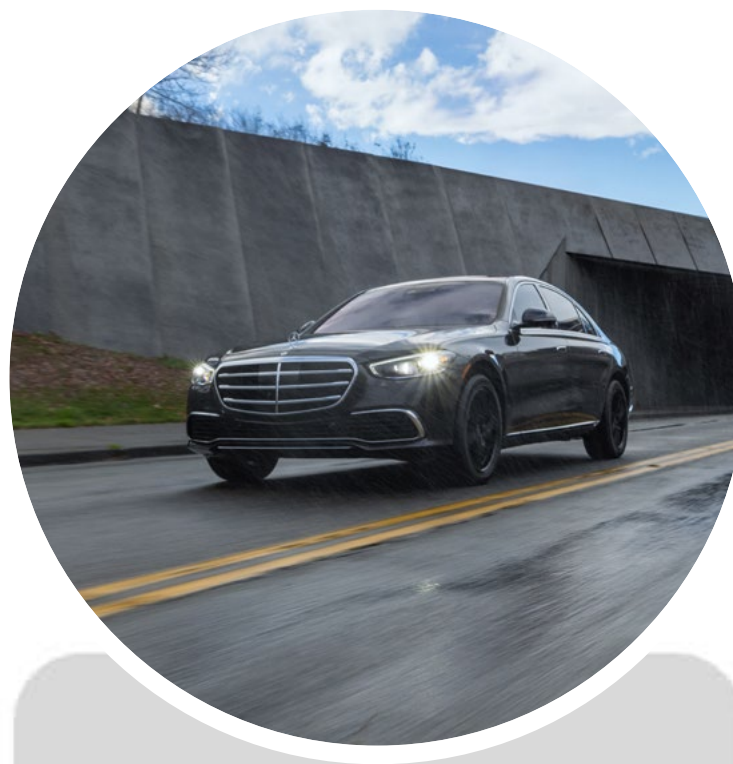
All Terrain

Hobbyist drivers of trucks and SUVs looking for off-road grip w/minimal on-road compromise



LT Highway

Drivers of trucks, SUVs and CUVs looking for all-season performance, comfort and long wear life



Touring

Drivers of sedans and minivans looking for all-season performance, comfort and long wear life



Performance

Drivers of sports sedans and sports cars looking for dry/wet traction and responsive handling



Winter

Drivers of all vehicle types looking for the best possible winter traction on snow and ice

Off-Road

On/Off-Road

All Season

Dry/Wet

Snow/Ice

Firestone
Destination

Bridgestone
Dueler and Duravis
Firestone
Destination

Bridgestone
Alenza
Firestone
Destination

Bridgestone
Turanza, WeatherPeak,
DriveGuard and Ecopia
Firestone
WeatherGrip, Affinity AS

Bridgestone
Potenza
Firestone
Firehawk

Bridgestone
Blizzak
Firestone
Winterforce



Meticulously crafted for real luxury.

The Turanza Prestige is our premium grand touring tire for sedans and CUVs, featuring some of the best Bridgestone has to offer in technology and benefits.

- Luxury Experience
- Elegant Comfort & Quiet Ride
- Long-Lasting, Even Treadwear for a **70,000 Mile Limited Warranty**¹
- Wet Traction
- Engineered with ENLITEN™ Technology

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



Premium performance for confident control

LUXURY EXPERIENCE

The Turanza Prestige is engineered with a wide center rib designed to minimize road vibration drivers feel, maintaining constant contact with the road. Plus, its QuietTrack™ technology minimizes road noise for a smoother, more elegant driving experience.

LONG-LASTING, EVEN TREADWEAR

The Turanza Prestige is engineered with Bridgestone's proprietary PeakLife™ polymer and a deeper tread pattern than the previous generation Turanza QuietTrack™, which is designed to resist irregular and premature wear for consistent performance over its 70,000 mile limited warranty¹.

- The Bridgestone Turanza Prestige demonstrated 13% better wear mileage vs. the Pirelli P7AS Plus 3.²
- The Bridgestone Turanza Prestige demonstrated 44% better wear mileage vs. the previous generation Turanza QuietTrack tire.²

WET TRACTION

The Turanza Prestige features an advanced tread compound that quickly evacuates water away from the tread to help minimize the risk of hydroplaning. It's designed to ensure confident control on wet roads, delivering an elevated driving experience even when rain hits the forecast.

- In head-to-head testing, the Bridgestone Turanza Prestige tire demonstrated 7% better wet braking when new vs. the Pirelli P7AS Plus 3 tire.³
- In head-to-head testing, the Bridgestone Turanza Prestige tire demonstrated 5% better wet braking when worn vs. the Pirelli P7AS Plus 3 tire.³

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

2. Estimated based on an internal, closed-course treadwear test in size 215/55R17 on MY19-23 Toyota Camry vehicles using the most-worn groove of a rotated set evaluated over 11,400 miles. Results may vary depending upon proper tire and vehicle maintenance, road conditions and driving habits.

3. Based on internal testing on MY 19-23 Toyota Camry vehicles, tire size 215/55R17. Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.



The Next Generation of Luxury Performance



TURANZA™ QUIETTRACK™

- Designed for control in every season
- Innovative performance built to last
- Helps reduce road vibration
- Engineered to quietly impress with noise-dampening technology



TURANZA™ PRESTIGE™

- QuietTrack™ technology and a wide center rib to minimize road vibration and maintain a smooth, quiet driving experience
- Bridgestone's proprietary PeakLife™ polymer to resist irregular and premature wear for consistent performance
- An advanced tread compound that quickly evacuates water away from the tread to deliver confidence on wet roads
- Engineered with ENLITEN™ technology¹

¹ 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.

ENLITEN™

TECHNOLOGY

The Bridgestone Turanza Prestige is powered by ENLITEN™ technology. Engineered to help optimize all-season performance, provide longer wear life, and support a quiet and comfortable ride.

In the Turanza Prestige tire, ENLITEN core technology focuses on:

- 1 **Next-generation tread compound** designed with wear life and all-season performance, including wet performance, in mind.¹
- 2 **Impressive efficiency** for both ICE and EV platforms through rolling resistance and wear optimization.²
- 3 **Supports an increased use of renewable materials such as soybean oil.**

¹ 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.

² Based on internal testing. Results may vary by specific tire product and depending on proper tire and vehicle maintenance, road conditions and driving habits.





TURANZA™ PRESTIGE™

Sedans & CUVs - Grand Touring



Elegant Comfort,
Inspiring Performance

Features & Benefits

-  Elegant Comfort
-  Quiet Ride
-  Long-Lasting, Even Treadwear
-  Wet Traction

70,000
Mile Limited Warranty¹

Platinum
Pact



Advanced tread compound
engineered to deliver enhanced
wet performance

PeakLife™ Polymer engineered
to resist irregular and premature
wear for consistent performance

Wide center rib minimizes road
vibration for exceptional comfort

QuietTrack™ Technology
helps provide a quiet, more
enjoyable ride

ENLITEN™
TECHNOLOGY

With advanced compounds for long-lasting performance, rolling resistance technology for impressive fuel efficiency, and manufacturing materials such as renewable soybean oil, the Turanza Prestige delivers a remarkable balance of performance and sustainability elements.

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

TURANZA™ PRESTIGE™

Tire Size Chart



Article	Size	Top Luxury Fitments
0012516	215-55R17	Lexus ES, Lexus NX, VW Taos, Honda HR-V, Hyundai Sonata
0012543	225-60R17	Subaru Crosstrek, Subaru Forester, Buick Envista, Hyundai Tucson
0012560	225-40R18	Audi A3, Acura ILX, Mercedes-Benz CLA, Cadillac ATS
0012562	225-50R18	Lexus UX, BMW X1, Infiniti Q50, Acura TLX
0012563	225-55R18	Buick Encore GX, Chevrolet Trailblazer, Hyundai Tucson, Subaru Crosstrek
0012564	225-60R18	Lexus NX, Toyota RAV4, Buick Envision, Ford Bronco Sport
0012565	235-40R18	Cadillac CT4, Volvo S60, Mercedes-Benz CLA, Mercedes-Benz A
0012566	235-45R18	Lexus ES, Lexus IS, Lexus RC, Volkswagen Passat, Volvo S90
0012569	245-45R18	Mercedes-Benz E, Cadillac CT5, Audi A4 Allroad, Volvo S90
0012571	225-55R19	Toyota Crown, Lincoln Corsair, Mazda CX-5, Toyota Venza
0012572	235-40R19	Lexus ES, Volvo S60, Lexus IS, Tesla Model 3
0012573	235-45R19	Mercedes-Benz Gla, Volvo V60 Cross Country, Infiniti QX30, Lincoln MKC
0012574	245-40R19	Mercedes-Benz E, Acura TLX, Lincoln Mkz, Infiniti Q50
0012575	245-45R19	Cadillac XTS, Buick Encore GX, BMW X1, Audi A6
0012576	255-40R19	Infiniti Q60, Audi Q3, Volvo S90, BMW I4
0012577	255-45R19	Audi Q3, Audi A8, Mercedes-Benz S, Volvo XC40
0012578	245-45R20	Cadillac XT4, BMW X3, Volvo XC40, Ford Mustang Mach-E
0012579	265-45R20	Acura MDX, Mercedes-Benz GLE, Porsche Macan

Rim	Size
16"	-
17"	2
18"	7
19"	7
20"	2
21"	-
22"	-
Total	18



Turanza QuietTrack sizes transitioning to Prestige



Article	Description	Size	Speed Rating	Single Load Index	Ply Rating	Intro Date	Article	Description	Size	Speed Rating	Single Load Index	Ply Rating
0000067	Turanza QuietTrack	215/55R17	V	94		3/1/25	0012516	Turanza Prestige	215/55R17	V	94	
0000078	Turanza QuietTrack	225/40R18	V	92	XL	3/1/25	0012560	Turanza Prestige	225/40R18	W	92	XL
0004323	Turanza QuietTrack	225/50R18	V	99	XL	3/1/25	0012562	Turanza Prestige	225/50R18	W	99	XL
—	—	—	—	—	—	3/1/25	0012563	Turanza Prestige	225/55R18	V	98	
—	—	—	—	—	—	3/1/25	0012571	Turanza Prestige	225/55R19	V	99	
—	—	—	—	—	—	3/1/25	0012543	Turanza Prestige	225/60R17	H	99	
—	—	—	—	—	—	3/1/25	0012564	Turanza Prestige	225/60R18	H	104	XL
0000085	Turanza QuietTrack	235/40R18	V	95	XL	3/1/25	0012565	Turanza Prestige	235/40R18	W	95	XL
0004325	Turanza QuietTrack	235/40R19	V	96	XL	3/1/25	0012572	Turanza Prestige	235/40R19	W	96	XL
0003238	Turanza QuietTrack	235/45R18	V	94		3/1/25	0012566	Turanza Prestige	235/45R18	W	98	XL
—	—	—	—	—	—	3/1/25	0012573	Turanza Prestige	235/45R19	W	99	XL
0000079	Turanza QuietTrack	245/40R19	V	94		3/1/25	0012574	Turanza Prestige	245/40R19	W	98	XL
0000084	Turanza QuietTrack	245/45R18	V	96		3/1/25	0012569	Turanza Prestige	245/45R18	W	100	XL
0000086	Turanza QuietTrack	245/45R19	V	98		3/1/25	0012575	Turanza Prestige	245/45R19	W	102	XL
0003236	Turanza QuietTrack	245/45R20	V	103	XL	3/1/25	0012578	Turanza Prestige	245/45R20	W	103	XL
0000087	Turanza QuietTrack	255/40R19	V	100	XL	3/1/25	0012576	Turanza Prestige	255/40R19	W	100	XL
0003237	Turanza QuietTrack	255/45R19	V	104	XL	3/1/25	0012577	Turanza Prestige	255/45R19	V	104	XL
—	—	—	—	—	—	3/1/25	0012579	Turanza Prestige	265/45R20	W	108	XL



TURANZA™ PRESTIGE™

Handle the road ahead with ease.

- Access key marketing resources and sales materials about the new Bridgestone Turanza Prestige tire on BridgestoneMarketing.com
- Learn more at MyBridgestoneEducation.com

