R268 Ecopia Innovations

**Special Groove Shape**
Designed for improved rib tearing resistance.

**Stone Rejector Platforms**
Help provide resistance to stone drilling in two center grooves to protect belts and enhance casing durability.

**Waved Channel Design**
A wavy design in the channel reduces groove bottom strain, combating the initiation and spread of irregular wear.

**Optimized Rib Distribution**
Ribs are uniquely proportioned for added stiffness, which helps reduce irregular wear throughout the footprint.

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**LOWER COSTS. GREENER RETURNS.**
The R268 Ecopia™ is an all-position/steer radial that stands up to the rigors of severe, high scrub environments in regional pickup and delivery applications, while offering fuel efficiency benefits too. A unique tread design and protective features in the casing help resist damage from curbing and maneuvering scrub, contributing to long tread life. And because it’s a Bridgestone Ecopia, special compounding lowers rolling resistance for fuel efficiency gains. With features like these, you get the benefit of two tires in one. Now that’s smart thinking.

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**Fuel Efficient**

**Long Wear**

**Outstanding Retreadability**

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Warranty and additional technical information is available at EcopiaTruckTires.com, or from your dealer or truck stop.

Wide, Solid Shoulder Ribs
Help deliver enhanced resistance to maneuvering scrub and increased tread life.

Wide Belts
Wide belts extend to the shoulder area, which helps to reduce the occurrence of both irregular shoulder wear and casing damage.

Maximize your Ecopia advantage with FuelTech® retreads – Bridgestone Ecopia truck tires and Bandag FuelTech retreads are designed to work together. Specially engineered compounds promote an eco-friendly solution that continues optimal low rolling resistance from new tire to retread. And with the quality Bridgestone casings are known for, you can confidently extend the life of your new tires to realize a lower total cost of ownership.

For more information about Bridgestone Ecopia or Bandag FuelTech products, please visit EcopiaTruckTires.com.

*Based on rolling resistance and field mileage tests, Bridgestone Ecopia and Bandag FuelTech are our most fuel-efficient and lowest total cost of ownership tire and retread solution. Combining proprietary low rolling resistance technology with a quality Bridgestone casing, Ecopia and FuelTech can help reduce fuel use and extend tire life for lower costs and greener returns, when compared to other Bridgestone tires.

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