

100% AWESOME THAT'S HOW WE ROLL

NEW FS100

The true value for money tyre.

- 100% Performance driven
- 100% Dependable
- 100% Satisfaction
- 100% Reassurance



FREE
TYRE DAMAGE
GUARANTEE
EXCLUSIVE TO FIRESTONE

Firestone
ALWAYS DEPENDABLE

PRODUCT CONCEPT

PRODUCT NAME:

Firestone Touring FS100.

PRODUCT CONCEPT

The true value for money tyre

A value-for-money product from Firestone that satisfies all the needs of the motorist with the added benefit of peace of mind that the Free Tyre Damage Guarantee provides.

FOUR KEY SELLING POINTS

1. Performance Driven:

- Well balanced performance.
- Design minimizes irregular wear for longer tyre life.

2. Dependable

- Proven quality from Firestone.

3. Reassurance

- Free Tyre Damage Guarantee. Peace of mind.

4. Satisfaction

- The true value for money tyre.



TARGET CUSTOMERS AND VEHICLES

CUSTOMER PROFILE REQUIREMENTS

- Requires well-balanced performance.
- Requires value for money and peace of mind.
- Prefers affordable tyre products from well-known and trustworthy brands.

TARGETED VEHICLES

- Small, medium sedans and hatches.



PRODUCT TECHNICAL FEATURE

SAFETY

CHAMFERED EDGE

Maximize dry, wet handling and braking by improving uniform block ground contact.



OPTIMIZED SIPE ANGLE

High angle groove design of center part prevents tyre deformation for improved wet braking.



TREAD COMPOUND

Good grip in both dry and wet conditions.

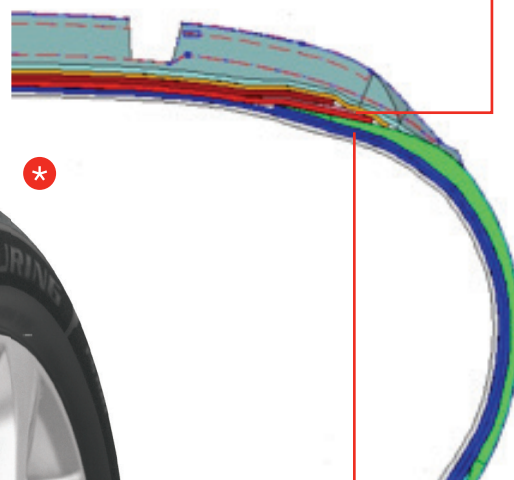
DURABILITY

BLOCK SIZES COMBINATION

Eliminate tyre vibration for better irregular wear resistance.

POLYESTER CAP & LAYER

Crown protection against penetration.



STRONG PLY CONSTRUCTION

Enhance sidewall cut durability.



Optimized pattern & construction designed by applying Bridgestone technology results in a **TRUE VALUE TYRE** that provides balanced all round performance.

*Number of ribs in the tread differs depending on size.

**The tyre used in this image is the 205/55R16 tyre containing 5 ribs in the tread. Sizes below 195 contain 4 ribs in the tread.

LAUNCH AND SIZE LINEUP

	Full Description	LI/SS	Sizing	Rim Size
Available from mid November 2016	165/65R13 FS100	77H	165/65R13	13
	155/65R13 FS100	73T	155/65R13	13
	165/65R14 FS100	79T	165/65R14	14
	165/70R14 FS100	81H	165/70R14	14
	185/70R14 FS100	88T	185/70R14	14
	195/55R15 FS100	85H	195/55R15	15
	175/65R15 FS100	84H	175/65R15	15
	205/60R16 FS100	92V	205/60R16	16
	205/65R16 FS100	95H	205/65R16	16
	215/60R16 FS100	95H	215/60R16	16
To be launched in 2017	155/80R12 FS100	77S	155/80R12	12
	175/70R13 FS100	82T	175/70R13	13
	185/60R14 FS100	82H	185/60R14	14
	175/70R14 FS100	84T	175/70R14	14
	175/65R14 FS100	82H	175/65R14	14
	185/65R14 FS100	86H	185/65R14	14
	185/55R15 FS100	82H	185/55R15	15
	195/50R15 FS100	82H	195/50R15	15
	185/65R15 FS100	88H	185/65R15	15
	195/65R15 FS100	91H	195/65R15	15
	205/65R15 FS100	94H	205/65R15	15
	195/60R15 FS100	88H	195/60R15	15
	205/60R15 FS100	91V	205/60R15	15
	185/60R15 FS100	84H	185/60R15	15
	195/55R16 FS100	87H	195/55R16	16
	205/55R16 FS100	91V	205/55R16	16
	215/55R16 FS100	93H	215/55R16	16
	225/55R16 FS100	95H	225/55R16	16
	185/55R16 FS100	83H	185/55R16	16
	155/80R13 FS100	79T	155/80R13	13
	165/80R13 FS100	83T	165/80R13	13
	165/60R14 FS100	75T	165/60R14	14
	225/45R17 FS100	91W	225/45R17	17

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