

the bulletin

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grip the
road...
escape
to
freedom

2004
Sports
MCN

BATTLAX
BT-014
TYRE OF THE YEAR

High-impact PoS drives home the Bridgestone campaign message

You'll be all set to create mega showroom impact, which riders simply can't miss.

BATTLAX BT-014

The BT-014 radial is the new tyre on the block and it's taken the bike world by storm.

BATTLAX BT-020

Sport Touring riders have always given the BT-020 star rating, making it market leader.

the keys to freedom!

Your customers have the chance to win a

Brand New Ducati 999!

The lucky winner will have the keys presented to them at the 2005 Valencia MotoGP!





BATTLAX BT-014

Riders far and wide remember the sensational BT-010, which was the UK's best-selling sports tyre but now the BT-014 radial is the new tyre on the block. It's taken the bike world by storm and was named Tyre of the Year in the recent 2004 MCN Awards. It's not difficult to see why, with MotoGP race-bred technology bringing top track performance to the road. Total cornering performance, leech-like grip, remarkable handling and rock-solid high-speed stability have moved high performance to a new level. For the rider, the technical plus points really add up. The Cap/Base rear tyre tread construction features the softer MotoGP-derived compound on top with the base compound beneath to provide optimum stiffness. The dual Directional Diagonal and S-Curve grooves give linear handling characteristics, while the HTSPC steel belt construction delivers unparalleled stability and rider feedback, even on the sharpest handling sports bikes. It's an unbeatable combination for riding - and sales.

- 2004 MCN Award Winner - Tyre of the Year
- MotoGP-derived compound and technologies for uncompromised cornering ability
- Cap and Base compound construction for maximum grip and traction with optimised stability and shock absorption
- Class-leading wet weather performance

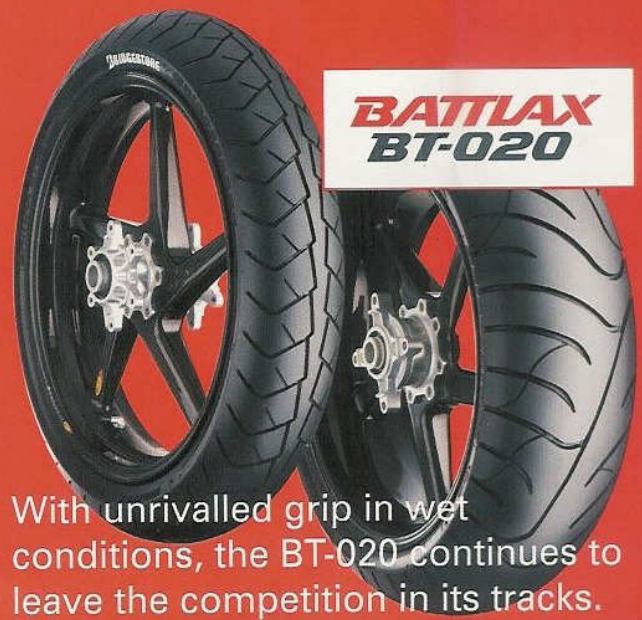


Top track performance brought to the road by the BT-014 2004 MCN Tyre of the Year.

BATTLAX BT-020

Sport Touring riders have always given the BT-020 star rating, making it the UK's top seller. In the 2003 Ride Power Survey the BT-020 came out streets ahead of the competition, but now the BT-020NT has moved the game on even further. The Bridgestone objective of delivering superb all-round performance with class-leading high-speed stability, light but positive handling and outstanding grip in all weather conditions, has been triumphantly achieved. Key elements in the winning performance of the BT-020NT are the High Tensile Super Penetrated Cord (HTSPC) construction and the revised tread pattern, which provides unrivalled wet grip, better shock absorption, greater stability during turn-in and improved crown rigidity. An increased range of sizes further opens up the market for big trail bikes, reinforcing the BT-020NT's position as the market leader in the Sport Touring sector and the perfect tyre for season-long sales.

- UK's biggest selling Sport Touring tyre.
- Silica Rich compound for fast warm-up and assured safety in cold and wet conditions.
- Optimised tread pattern grooves for maximum water dispersal.
- Unparalleled combination of grip, mileage, stability and lightness of handling.



With unrivalled grip in wet conditions, the BT-020 continues to leave the competition in its tracks.