

For Immediate Release  
Media contact: Philip Martin  
+61 8 8267 6888 or +61 418 817 876

**Bridgestone Australia Ltd.**  
196 Greenhill Road  
Eastwood, S.A 5063, Australia  
Phone: +618 8206 0200  
Fax: +618 8206 0399  
URL: [www.bridgestone.com.au](http://www.bridgestone.com.au)

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## **AUSTRALIAN TRUCKING ASSOCIATION WELCOMES LAUNCH OF BRIDGESTONE ECOPIA**

The Chief Executive of the Australian Trucking Association, Stuart St Clair, has welcomed the launch of the new Bridgestone Ecopia tyre range. The ATA is the peak body representing trucking operators.

"Keeping your fuel costs under control is one of the keys to running a viable trucking business. Independent research funded by the ATA shows that reducing the rolling resistance of your tyres is one of the best ways that operators can reduce their fuel consumption," Mr St Clair said.

"Other approaches that operators can take are to improve the aerodynamics of their vehicles, operate at lower speeds where possible and train drivers in eco-driving," he said.

"The launch of Bridgestone Ecopia is particularly timely given the current Australian Government's plan to extend the carbon tax to trucking from 1 July 2014.

"If the Government goes ahead with its plan - and the ATA is arguing strongly against it - the effective fuel tax on diesel will go up by almost seven cents per litre overnight.

"The ATA is a strong supporter of innovation, particularly when it brings tangible benefits for operators. Bridgestone has done an outstanding job on the Ecopia."