



## Business Smart

At Bridgestone, we believe thinking green is just smart business. Introducing Ecopia™ — our most fuel-efficient line of truck tires. Ecopia is an achievement in low rolling resistance design. Helping you go farther using less fuel. Less fuel means more cost savings. And since optimum fuel efficiency is also better for the planet, you'll be lightening your load on the environment. In this day of rising fuel costs, stricter regulations and greater emphasis on sustainability initiatives, that's downright brilliant.

