



**PREPARED TO PERFORM  
WITH WIDER TRACTION  
THAT LASTS**

**VX-R  
TRACTOR**

**NEW**



WITH ENLITEN TECHNOLOGY



Better farming with Bridgestone

**BRIDGESTONE**  
Solutions for your journey

# / Wider tread width

## We push boundaries on what matters most to you

As a global leader in tyres and sustainable mobility solutions, we at Bridgestone are committed to pushing our boundaries in everything we do to help you stay ahead, today and tomorrow.

And today, we present the new Bridgestone VX-R TRACTOR tyre range. Our development team has designed this new range, focusing on the total tread width in the soil contact area: **more tyre rubber exactly where you need it.**

THIS CREATES MULTIPLE BENEFITS TO YOUR ADVANTAGE:

### Wider tread width for wider traction

Wider tread width strengthens the intrinsically powerful traction from Bridgestone's unique involute lug design.

### Wider tread width for a long wear life

Wider tread width increases the long wear life of Bridgestone's outstanding wear-resistant compound further.

### Wider tread width for driver comfort

Wider tread width means a bigger footprint. And a bigger footprint means a smoother drive and more comfort on the road.

Bridgestone VX-R TRACTOR tyres: A new dimension for long-lasting performance

- For mid-range horsepower tractors
- For medium to high use
- With Total Tread Width which meets your expectations



VX-TRACTOR



VT-TRACTOR

## VX-R TRACTOR tyres complement the existing Bridgestone radial tyre ranges

For extreme/intense use and for the highest load capacity, Bridgestone VX-TRACTOR tyres are the best choice. With their longer, wider and deeper lugs (up to 20% more lug volume than competitors!), **Bridgestone VX-TRACTOR tyres offer you the ultimate wear life.**

**For the biggest footprint and the lowest ground pressure, even with heavy loads,** VF-technology makes Bridgestone VT-TRACTOR tyres the best choice. Operating at pressures as low as 0.6 bar, VT-TRACTOR tyres protect your most valuable resource, fertile soil.

(1) Based on Bridgestone measurement tests conducted on 710/70 R42 and 600/70 R28 Bridgestone VX-TRACTOR, Michelin MACHXBIB and Trelleborg TM900 tyres

# / A measurable tread width that meets your expectations

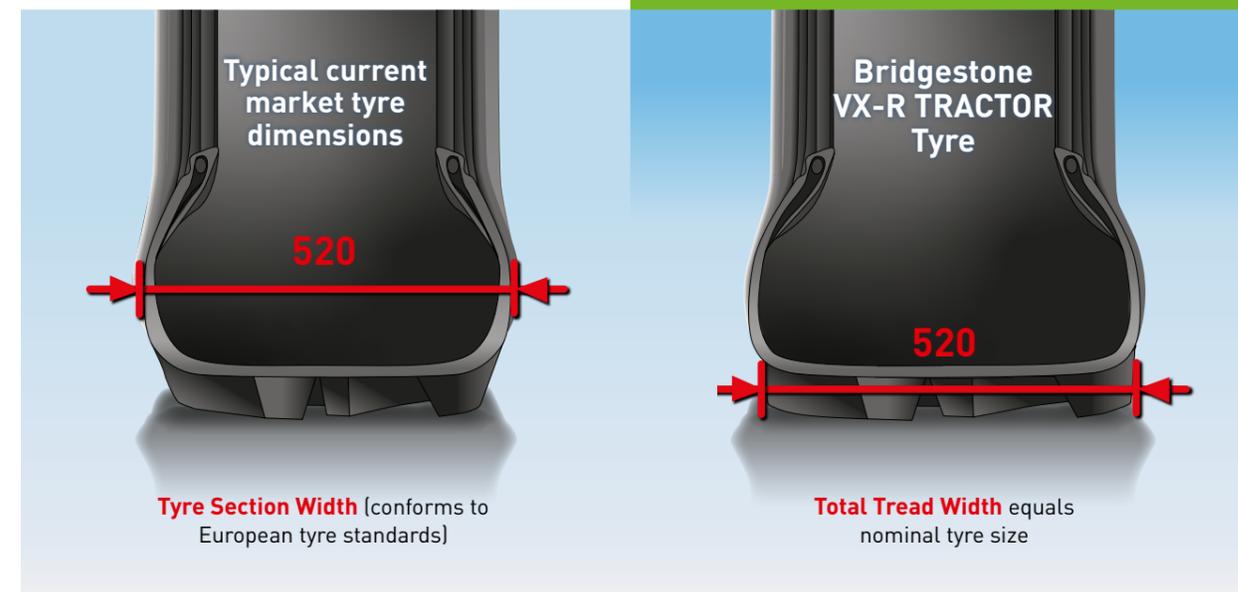
The **Section Width (SW)** of a tyre is the widest part of the unloaded tyre, measured under specific conditions (illustration below left). The Nominal Section Width (NSW) of a tyre is the first number in a tyre size description on the sidewall.

The **Total Tread Width (TTW)**, which is the distance across the lugs (illustration below right), is always narrower than the Section Width (SW) and often even narrower than the Nominal Section Width (NSW) shown on the tyre sidewall.

This means that, for example, a 520/85 R38, might have a 520 mm Section Width (SW), but have a narrower Total Tread Width (TTW).

If you expect your tyres to have a Total Tread Width equal to the nominal width as shown on the sidewall, then the VX-R TRACTOR tyre is the right choice for you. VX-R TRACTOR tyres all feature a measurable Total Tread Width which is equal to the width in the tyre description. For example, for the 520/85 R38 tyre, the Total Tread Width will be 520 mm for a VX-R TRACTOR tyre.

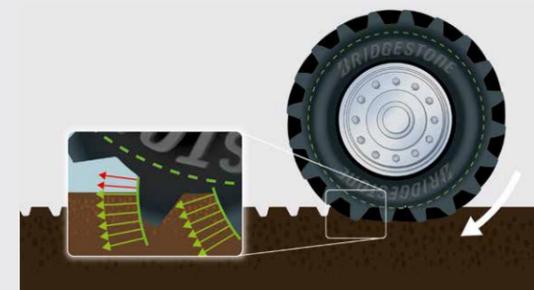
Each VX-R TRACTOR tyre has a total tread width that meets your expectations for the tread width of an agricultural tyre!



# / Wider tread width strengthens the intrinsically powerful traction of a Bridgestone tyre

Because traction is a function of tyre tread width, Bridgestone VX-R TRACTOR tyres will deliver more pulling power in the field.

Combined with Bridgestone's patented involute lug design, this will provide you with superior traction and minimise slip and soil disturbance, even on slopes and in wet conditions.



Patented involute lug design



## / New long-lasting standard for medium to high use



### LONG WEAR LIFE. FOR A HIGH RETURN ON INVESTMENT

VX-R TRACTOR tyres are built to last. They are made with Bridgestone's outstanding wear-resistant compound, the same compound that is used for all Bridgestone technical premium tyres.

Our premium compound mix contains plant-based oils, replacing some of the petroleum-based oil. This new generation tread compound for Bridgestone agricultural tyres is more resistant to damage and wear than Bridgestone's previous generation.<sup>1</sup>

#### Wider tread width for a longer wear life

The new Bridgestone VX-R TRACTOR tyre's technical characteristic of more tread width even further enhances the long wear life.

This makes it your ideal new long-lasting standard for medium to high use.

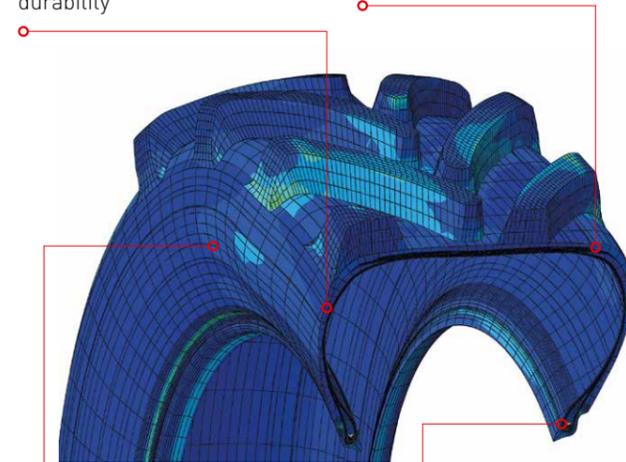


### SUPERIOR DURABILITY AND DAMAGE RESISTANCE

Bridgestone's robust casing has been engineered to offer you superior durability and resistance to damage in all circumstances, combining operations both in fields and on the road.

Casing optimised to minimise internal stress, resulting in greater durability

Optimized belt package designed for larger total tread width



Strong casing resistance: Durable belt package

Strong bead, designed for optimum durability

<sup>[1]</sup> Based on controlled test (DIN abrader test) (Accelerated ageing testing) conducted by Bridgestone R&D.

## / VX-R TRACTOR tyre: A new DIMENSION in agricultural tyres

Every VX-R TRACTOR tyre has been dimensionally designed to optimise your tractor's performance.

European tyre standards define the section width (SW) and the overall tyre diameter (OD), and their tolerances in service.

However, Total Tread Width and Rolling Circumference are not specifically defined. These can be defined by each manufacturer within certain parameters.

### Optimised Tyre Combinations

The majority of tractors are four-wheel drive with unequal front / rear sizes. The relative Rolling Circumference of the front and rear tyres has a strong influence on both tractor and tyre performance.

**Bridgestone has carefully matched the Rolling Circumference of each front / rear combination to ensure an optimum front axle lead.** This makes sure that the front tyres travel slightly faster than the rears which is important for tractor behaviour and drivetrain performance. Even small changes in axle lead can have a significant impact on tractor and tyre efficiency.

### The LEAD percentage falls into 4 categories

#### A. UNACCEPTABLY LOW: <0.5%

At <=0% lead, the rear tyre tries to travel faster than the front tyre, stressing the powertrain and resulting in faster tyre wear and higher fuel consumption.

#### B. OE INDUSTRY target: >0.5% - <5%

The range which most OE manufacturers consider appropriate to ensure optimum tractor performance.

#### C. UNACCEPTABLY (excessively) HIGH: >5%

The front tyre tries to travel much faster than the rear tyres, wasting energy and fuel, and resulting in higher tyre wear.

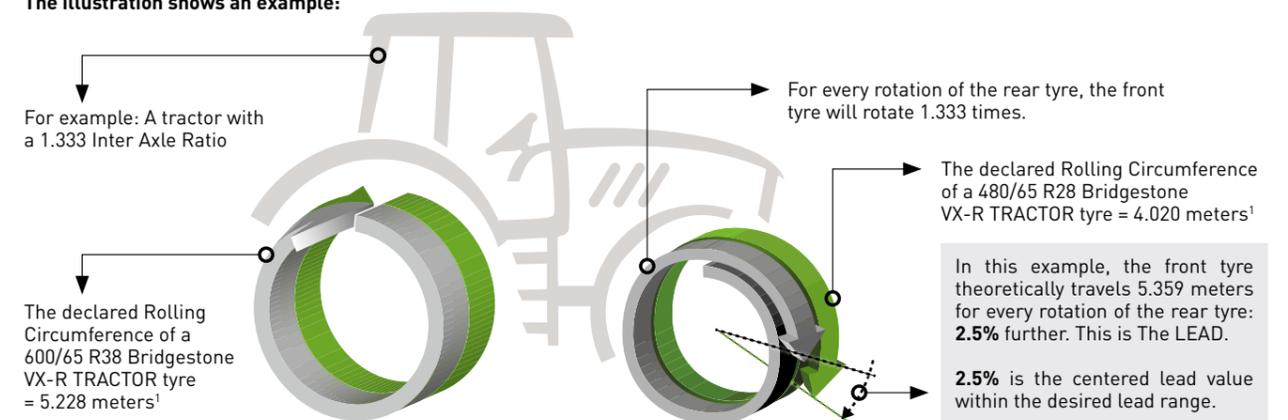


#### D. VX-R TRACTOR design target: 1.5% - 3.5%

VX-R TRACTOR tyres ensure the most efficient tractor performance.

**VX-R TRACTOR tyres have been designed specifically to work in ideal front / rear vehicle combinations, both with other VX-R TRACTOR tyres AND with VX-TRACTOR tyres.**

The illustration shows an example:



### Every Bridgestone VX-R TRACTOR front tyre is developed to perform within the optimum LEAD traction range

Every Bridgestone VX-R TRACTOR tyre is designed to perform with an optimum LEAD range.

Tractors which operate within the optimum lead range have better fuel efficiency and perceived vehicle handling, as well as a longer tyre life.

#### Your benefits:

- Improved fuel efficiency
- Longer tyre life
- Better traction

<sup>[1]</sup> Rolling Circumference Data in Bridgestone data book



# Our ENLITEN technologies help you to move towards more sustainable farming

You are making a lot of effort to become a more sustainable farmer. We are with you in this!

ENLITEN is the name for Bridgestone's ground-breaking technologies that provide superior tyre performance, together with a step change towards sustainability.

## ENLITEN

From now on, choose VX-R TRACTOR tyres with the ENLITEN label. And move towards more sustainable farming without compromising on tyre performance.



Our premium compound mix contains plant-based oils, replacing some of the petroleum-based oil. **This contributes to our commitment to moving towards 100% sustainable materials.**



With optimised and smoother lug/soil engagement, the patented involute lug design reduces energy losses with a **positive impact on fuel consumption.**



Every Bridgestone VX-R TRACTOR front tyre performs within the optimum LEAD traction range. **Improved fuel efficiency** is one of the main benefits.



Its wear-resistant compound, its robust and damage-resistant casing plus its wider tread width gives each VX-R TRACTOR tyre a long life. **A highly conscious and sustainable use of raw materials.**



Our VX-R TRACTOR tyres **production process uses less energy.** This is mainly driven by optimising the movement of materials and an optimised curing process.

# Sustainability at Bridgestone



At Bridgestone, we are dedicated to helping shape a sustainable future for mobility.

We innovate and pioneer tyres, making them stronger, safer, more energy efficient and more sustainable.

And we work continuously to reduce the impact of our operations and manufacturing.

The Bridgestone E8 Commitment defines the value we are promising to deliver to society, our customers and future generations in eight focus areas: Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass for guiding our strategic priorities and sustainability activities across every area of our business.

Our environmental goals are aimed firmly at **2050**:

- Achieve **carbon neutrality** across the value chain and product life cycle
- Work with **100% sustainable materials**
- Operate in better balance with nature

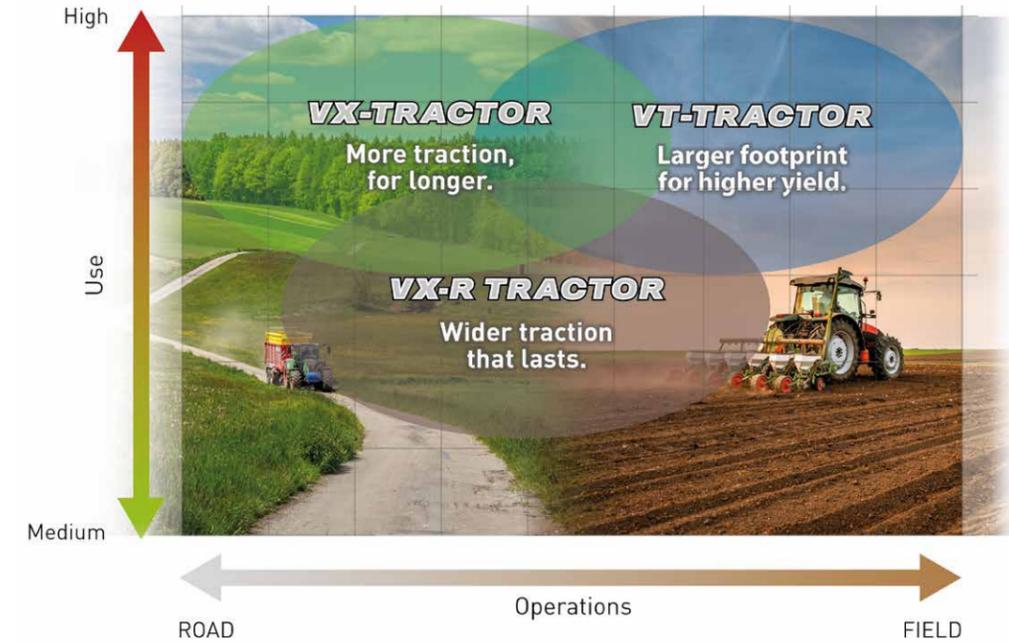
In addition to our longer-term goals, we also have medium-term environmental targets such as **'Milestone 2030'**, which include increasing our global ratio of **recycled and renewable materials in our tyres to 40%**.

We have **already achieved** some of the mid-term targets such as **reducing total CO<sub>2</sub> emissions from our operations in Europe by 50%** from the 2011 baseline, in line with the Paris Agreement.

# Which Bridgestone tyres suit your needs best?

The performance chart below will give you pointers for making an initial selection:

|                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>VX-TRACTOR tyres</b> <ul style="list-style-type: none"> <li>• For extreme intense use</li> <li>• Heavy loads</li> <li>• Outstanding wear life</li> <li>• Great traction</li> <li>• Road and field use</li> <li>• Extremely robust casing</li> </ul> | <b>VX-R TRACTOR tyres</b> <ul style="list-style-type: none"> <li>• For medium to high use</li> <li>• Long wear life</li> <li>• Optimum Lead with great traction</li> <li>• Wide tread width</li> <li>• Field and road use</li> <li>• Standard technology</li> </ul> | <b>VT-TRACTOR tyres</b> <ul style="list-style-type: none"> <li>• Front and rear: VF-technology</li> <li>• Low soil compaction</li> <li>• Great traction</li> <li>• Ideal for operations at lower pressure</li> <li>• Ideal for field operations</li> <li>• Suitable for road use</li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



# VX-R TRACTOR size range

Available size range up to end of 2024

| Rim | Tyre size  | Load index / Speed index | Available from |
|-----|------------|--------------------------|----------------|
| 38  | 600/65 R38 | 153D 150E                | Q2/2024        |
|     | 580/70 R38 | 155D 152E                | Q3/2023        |
|     | 540/65 R38 | 147D 144E                | Q2/2024        |
|     | 520/85 R38 | 155D 152E                | Q4/2023        |
|     | 520/70 R38 | 150D 147E                | Q3/2023        |
|     | 480/70 R38 | 145D 142E                | Q4/2023        |
|     | 460/85 R38 | 149D 146E                | Q3/2023        |
|     | 420/85 R38 | 144D 141E                | Q4/2023        |
|     | 340/85 R38 | 133D 130E                | Q3/2023        |
|     | 340/85 R36 | 132D 129E                | Q4/2024        |
| 36  | 600/65 R34 | 151D 148E                | Q2/2024        |
|     | 540/65 R34 | 145D 142E                | Q3/2023        |
|     | 520/70 R34 | 148D 145E                | Q3/2024        |
|     | 480/70 R34 | 143D 140E                | Q3/2023        |
|     | 460/85 R34 | 147D 144E                | Q3/2023        |
|     | 420/85 R34 | 142D 139E                | Q3/2023        |
|     | 480/70 R30 | 141D 138E                | Q3/2024        |
| 34  | 460/85 R30 | 145D 142E                | Q1/2024        |
|     | 420/85 R30 | 140D 137E                | Q3/2024        |
|     | 380/85 R30 | 135D 132E                | Q1/2024        |
|     | 540/65 R28 | 142D 139E                | Q1/2024        |
|     | 480/70 R28 | 140D 137E                | Q3/2023        |
| 30  | 480/65 R28 | 136D 133E                | Q2/2024        |

| Rim | Tyre size  | Load index / Speed index | Available from |
|-----|------------|--------------------------|----------------|
| 28  | 440/65 R28 | 131D 128E                | Q2/2024        |
|     | 420/85 R28 | 139D 136E                | Q4/2023        |
|     | 420/70 R28 | 133D 130E                | Q3/2023        |
|     | 380/85 R28 | 133D 130E                | Q3/2023        |
|     | 380/70 R28 | 127D 124E                | Q4/2023        |
|     | 360/70 R28 | 125D 122E                | Q4/2024        |
|     | 340/85 R28 | 127D 124E                | Q4/2023        |
|     | 320/85 R28 | 124D 121E                | Q3/2024        |
|     | 280/85 R28 | 118D 115E                | Q3/2023        |
|     | 280/85 R24 | 140D 137E                | Q2/2024        |
| 24  | 480/70 R24 | 138D 135E                | Q2/2024        |
|     | 480/65 R24 | 133D 130E                | Q2/2024        |
|     | 440/65 R24 | 128D 125E                | Q3/2023        |
|     | 420/85 R24 | 137D 134E                | Q3/2024        |
|     | 420/70 R24 | 130D 127E                | Q3/2024        |
|     | 380/85 R24 | 131D 128E                | Q3/2023        |
|     | 380/70 R24 | 125D 122E                | Q3/2023        |
|     | 360/70 R24 | 122D 119E                | Q4/2024        |
|     | 340/85 R24 | 125D 122E                | Q3/2023        |
|     | 320/85 R24 | 122D 119E                | Q4/2023        |
|     | 320/70 R24 | 116D 113E                | Q4/2024        |
|     | 280/85 R24 | 115D 112E                | Q4/2024        |



