



The new Porsche Cayenne performance SUV is selling as fast as the dealers can bring 'em in. Bridgestone has been an original equipment supplier to Porsche for more than 20 years, according to Michael Martini, VP of Consumer Tire Original Equipment Sales for Bridgestone/Firestone North American Tire, LLC, noting that the company also provides tires for the Porsche 911 and Boxster. And Bridgestone has been chosen to supply the new Turanza™ ER30 N-0 extra load tire as original equipment for the Cayenne, in a base size of 255/55R18 109Y.

The new Cayenne, manufactured in Germany, offers the best Porsche performance characteristics combined with a luxurious interior roomy enough for five passengers and a large amount of cargo. With advanced on- and off-road capabilities, the Cayenne can satisfy the driving enthusiast as well as the everyday driver with an active and varied lifestyle. The vehicle is offered in two models: the Cayenne S and the Cayenne Turbo for ultimate Porsche performance.

"It is very gratifying to be named an original equipment supplier for this exciting new

vehicle," adds Martini. "Our engineers have worked very closely with Porsche to secure this fitment, and we've been the main supplier since the start of production on the Cayenne."

The Bridgestone Turanza ER30, which is manufactured in Japan by Bridgestone Corporation, is a touring tire that delivers high performance tire characteristics without sacrificing ride comfort. Designed with a two-ply rayon body, two nylon cap plies and two steel belts, the tire offers optimized dry handling and wet traction. It also features a UTQG rating of 140 for treadwear, and an "A" for both traction and temperature. ■

The Bridgestone Turanza ER30 is available in Arizona at:

TIREXCHANGE, INC.

Performance Tires and Wheels
15485 N. 84th Street
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