



POTENZA RE-71RS

Bridgestone has upped the ante on its 'Street to Track' tyre concept with the upcoming arrival of the Potenza RE-71RS.

This street-legal semi-slick has been engineered to deliver the performance enthusiasts demand on the track, while still providing practicality for everyday use – removing the need for a separate set of tyres for the track and the road.

Target customer

The RE-71RS is targeted to a wide array of performance vehicles that are regular track day favourites, including popular 4-cylinder performance cars like Mazda MX-5, Toyota 86, Golf GTi/R and Subaru WRX through to V8 offerings from Ford and Holden plus prestige performance vehicles like the Porsche 911.

Being a semi-slick, track day enthusiasts will be drawn to the RE-71RS, while the improvements to performance, wear life and everyday noise levels will make it a prime choice for this segment of the market.

Launching August 2020 with 26 sizes followed by a total of 34 sizes available from 15–20 inch rim diameter.



High performance on the road and track

Successor to the RE-71R, the introduction of the RE-71RS will see more availability for Australian customers, performance and handling enhancements on the track, as well as wear improvement on both the street and track.

The RE-71RS is positioned as Bridgestone's entry level motorsport product – sitting well above the road focussed RE003 and S007A in terms of outright dry grip.

Features and benefits

Optimised Main Grooves

The two wide main grooves on the inside of the tyre ensure high drainage for strong wet performance.

The inside grooves allow tread rigidity for high grip when cornering.

Low Angle Grooves

By arranging grooves at a low angle, lateral rigidity is increased, resulting in higher steering response and grip during cornering.

IN SIDE



OUT SIDE

Asymmetric Tread Pattern

Each area across the width of the tread has been optimised to maximise the contact patch. Contact pressure is also more uniform which maximises grip and wear life.

Slick Shoulder Block

The large area outside shoulder block raises the cornering limit.

Key selling points

Increased grip levels

- RE-71RS' asymmetric pattern design delivers 11% larger contact area over its predecessor through a new high-grip polymer compound. This combined with a wider footprint results in exceptional grip levels in dry conditions.
- The slick outer shoulder allows for maximum contact area, increasing the tyre's cornering capabilities, while two deep grooves provide high levels of water drainage to deliver strong wet performance characteristics.
- The low angle grooves improve lateral rigidity providing direct feedback to the driver.

Improved lap time

With more grip available, RE-71RS' track performance is enhanced and boasts an average lap time improvement of 1.1% with a peak lap time improvement of 2%. For drivers chasing a competitive advantage, RE-71RS delivers a cost effective and quick performance gain.

Better wear life

Enthusiasts will be able to get more laps from a set of RE-71RS, with an improvement of 5% in wear life over its predecessor, due to its asymmetric tread design and uniform contact pressure. The benefit extends to the road, with greater wear life and lower noise than conventional semi-slick tyres.

Testing

Bridgestone Corporation has conducted extensive track testing on the RE-71RS, putting the new tyre through its paces at the Tsukuba Circuit in Japan. Utilising a professional Bridgestone Motorsport test driver and a modified Subaru BRZ, lap times were compared between the RE-71RS and the outgoing RE-71R to highlight the performance gains.

A further 8,000km of durability testing was conducted, with tyre rotations conducted at every 2,000km to validate the 5% wear life improvement in extreme conditions.

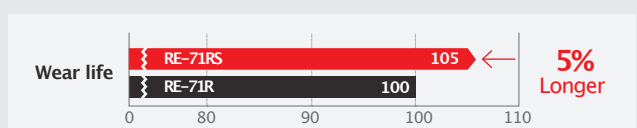
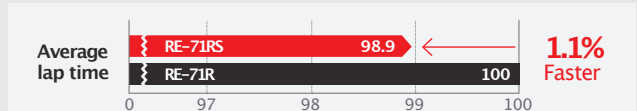
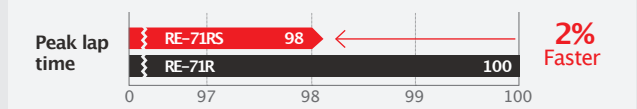
Lap times

Vehicle: Subaru BRZ DBA-ZC6
2000cc Rearwheel drive
Size: 265/35R18 97W
Air pressure: 200kPa
Driver: Professional



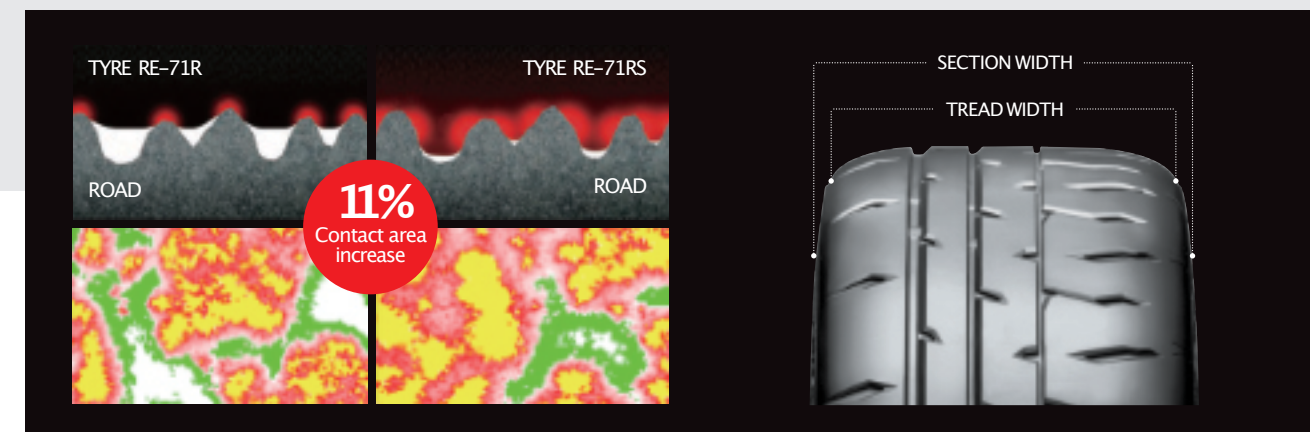
Tsukuba track layout

Location: Japan
Length: 2.045km
Turns: 14



Road contact

Tread width refers to the width of the tyre that makes contact with the road surface. It is less than the section width which is shown at the start of a tyre's size. The RE-71RS product has exceptional tread width when compared to other products of the same size. This combined with the 11% contact area increase from the tyre compound results in truly optimised road contact.



Contact area testing: Tyre size 215/45R17 91W, Air pressure: 240kPa. Test location 'Tyre dynamic contact surface analysis device' in our technical centre.

Warehousing

Despite being a niche product, Bridgestone Australia has committed to warehousing the RE-71RS locally in order to better meet customer enquiry levels, and removing the need for indent ordering on the new Potenza semi-slick.

A range of 27 sizes will be stored in Bridgestone's centralised warehouse in South Australia, increasing availability to customers and significantly reducing transit times on ordering.

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POTENZA RE-71RS

Potenza RE-71RS available sizes

Tyre Details				
Size	LI/SS	OD (mm)	Tread Width (mm)	Rim Fitment
15"				
185/55R15*	82V	585	194	6
195/55R15*	85V	595	201	6
165/50R15*	73V	547	170	5
195/50R15	82V	577	201	6
205/50R15	86V	587	214	6.5
16"				
195/55R16*	87V	622	199	6
205/55R16	91V	630	212	6.5
195/50R16	84V	602	201	6
205/50R16	87V	612	214	6.5
225/50R16	92V	632	230	7
17"				
215/40R17	87W XL	604	218	7.5
235/40R17	90W	622	241	8.5
245/40R17	91W	628	248	8.5
255/40R17	98W XL	636	269	9
18"				
245/45R18*	100W XL	677	243	8
215/40R18	89W XL	629	218	7.5
225/40R18	92W XL	637	230	8
235/40R18	95W XL	645	241	8.5
245/40R18	97W XL	653	248	8.5
255/40R18	99W XL	661	260	9
255/35R18*	94W XL	637	260	9
265/35R18	97W XL	645	271	9.5
275/35R18*	95W	649	278	9.5
285/30R18	93W	629	290	10
295/30R18	94W	635	301	10.5
19"				
245/40R19	98W XL	679	248	8.5
225/35R19	88W XL	641	230	8
235/35R19	91W XL	647	241	8.5
245/35R19	93W XL	657	248	8.5
255/35R19	96W XL	663	260	9
275/35R19	96W	675	278	9.5
285/35R19	103W XL	683	290	10
20"				
255/40R20	97W	715	250	9
285/35R20	100W	710	290	10

*Indent order only.