



Bridgestone South Africa launches locally produced Dueler AT002

Bridgestone has launched the Bridgestone Dueler All-Terrain A/T002, a premium all-terrain tyre designed to give South African 4x4 drivers full control on any terrain.

Originally introduced in Europe in 2023, the Bridgestone Dueler A/T002 was designed and tested using Bridgestone's advanced Virtual Tyre Development technology, a process that reduces raw material use and CO₂ emissions during development.

Created in line with the Bridgestone E8 Commitment, the Bridgestone Dueler All-Terrain A/T002 is also the result of the experience and expertise that Bridgestone gained while developing its original fitment tyre designed specifically for the Lamborghini Huracán Sterrato. As the supercar's exclusive tyre partner, Bridgestone custom-developed the world-first supercar run-flat all-terrain tyre to enhance the all-terrain capabilities of the Huracán Sterrato, while maximising the thrill and fun of driving on asphalt.

The Bridgestone Dueler All-Terrain A/T002 is designed to enable drivers to handle off-road challenges while keeping them on track on their on-road journeys.

An aggressive tyre design ensures better adaptation and reaction over different types of terrains. An innovative hexagonal block shape and pattern architecture provides excellent traction and braking balance on different surfaces, as well as the capacity to grasp mud while keeping the tyre clean when back on asphalt.

The tyre offers excellent wet and dry grip for the ultimate control in both straight and cornering manoeuvres. Thanks to the high silica compound, the Bridgestone Dueler All-Terrain A/T002 delivers superior adhesion on wet surfaces.

Mileage has been improved by 40% compared to its predecessor, thanks to a maximised footprint width, optimised contact patch and increased skid depth.

The Bridgestone Dueler A/T002, now locally produced at Bridgestone's manufacturing

facility in Brits (North-West Province), is available in 15 sizes ranging from 15 – 18 inches. From city streets to rugged trails, the Bridgestone Dueler AT002 empowers South African drivers with the safety, control, and durability they need, wherever the journey leads.

"What really matters to South African drivers is knowing they can take on both their daily journeys and their weekend adventures with complete confidence," said Jacques Rikhotso, Vice President of Bridgestone Africa Middle East.

"Producing the Dueler AT002 at the Bridgestone Brits Factory reflects our commitment to local manufacturing excellence, our economy, and above all, to the South African drivers who trust Bridgestone to keep them safe and moving forward," added Rikhotso. **a**

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