



Introducing the new:

Firestone
FIREHAWK™ PURSUIT™

Firestone
FIREHAWK™ PURSUIT™ AWT





AT FIRESTONE, WE ARE COMMITTED TO KEEPING YOUR FLEET ON THE ROAD AND READY TO RESPOND INSTANTLY TO A MISSION CRITICAL SITUATION. WITH THAT GOAL IN MIND, WE ARE PROUD TO BRING YOU TWO NEW TIRES THAT PURSUE AND LEAD AT THE SAME TIME. INTRODUCING THE NEW AND IMPROVED FIRESTONE FIREHAWK PURSUIT, ALL-SEASON TIRE AND THE NEW FIRESTONE FIREHAWK PURSUIT AWT, ALL-WEATHER TIRE. BOTH TIRES ARE PROVEN LEADERS IN VALUE AND PERFORMANCE BUILT TO TACKLE ALL WEATHER CONDITIONS SO THEY CAN KEEP YOUR FLEET MOVING.

FIREHAWK™ PURSUIT™

FIREHAWK™
PURSUIT™ AWT

Firestone

FIREHAWK™ PURSUIT™

Launching Early 2020



Firestone

FIREHAWK™ PURSUIT™

SOME TIRES LEAD AND PURSUE AT THE SAME TIME

Confident Wet Performance: The Firestone Firehawk Pursuit is an All-season tire specifically built with a tread design featuring open inside shoulder slots that cut through water to help reduce the risk of hydroplaning for improved lap times.

- In head-to-head on-road wet handling testing, the Firestone Firehawk Pursuit tire outperformed the competition.¹
 - When tested against the competition in wet lap times, the Firestone Firehawk Pursuit tire outran the Goodyear Eagle RS-A tire with a 5% faster lap time.¹

Keep Your Fleet Moving: The Firestone Firehawk Pursuit tire features a specifically formulated tread rubber and full-depth tread features for long-lasting performance throughout the life of the tire, giving you the confidence to keep your fleet moving.

- Head-to-head testing proved the Firestone Firehawk Pursuit tire is built to last 6% longer than the Goodyear Eagle RS-A tire, giving your fleet better value and more confidence.¹
- Head-to-head testing proved the Firestone Firehawk Pursuit tire is built to last 20% longer than the General G-MAX Justice tire, giving your fleet better value and more confidence.²

Improved Fuel Efficiency: With an improved tread design and rubber compound, the new Firestone Firehawk Pursuit tire is built with improved fuel efficiency to reduce operating costs and keep your fleet moving down the road.

- Firestone Firehawk Pursuit tire outperformed the Firehawk GT Pursuit tire with a 24% advantage in rolling resistance for improved fuel efficiency.³
- Firestone Firehawk Pursuit tire outperformed the Goodyear Eagle RS-A tire with a 6% advantage in rolling resistance for improved fuel efficiency.¹
- Firestone Firehawk Pursuit tire outperformed the General G-MAX Justice tire with a 5% advantage in rolling resistance for improved fuel efficiency.²



SUCCESSFULLY
COMPLETED
POLICE
DEPARTMENT
ENDURANCE
TESTING

Key Fitments:

Ford Interceptor, Dodge Charger Pursuit,
Chevrolet Tahoe Pursuit

¹ Comparison based on the Firestone Firehawk Pursuit tire vs. the Goodyear Eagle RS-A tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ² Comparison based on the Firestone Firehawk Pursuit tire vs. the General G-MAX Justice tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ³ Comparison based on the Firestone Firehawk Pursuit tire vs. the Firehawk GT Pursuit tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

**30% IMPROVEMENT
IN SNOW TRACTION¹**

FIREHAWK™ PURSUIT™

ADVANCED TECH CALLOUTS

- 1 PURSUIT-SPECIFIC CONSTRUCTION**
for high speed stability, handling performance, and durability
- 2 NEW TREAD PATTERN WITH FULL-DEPTH 3D SIPES**
for improved wet and snow performance while maintaining stiffness for handling performance and stability²
- 3 INCREASED SEE-THROUGH VOID**
and more balanced rib/groove distribution²

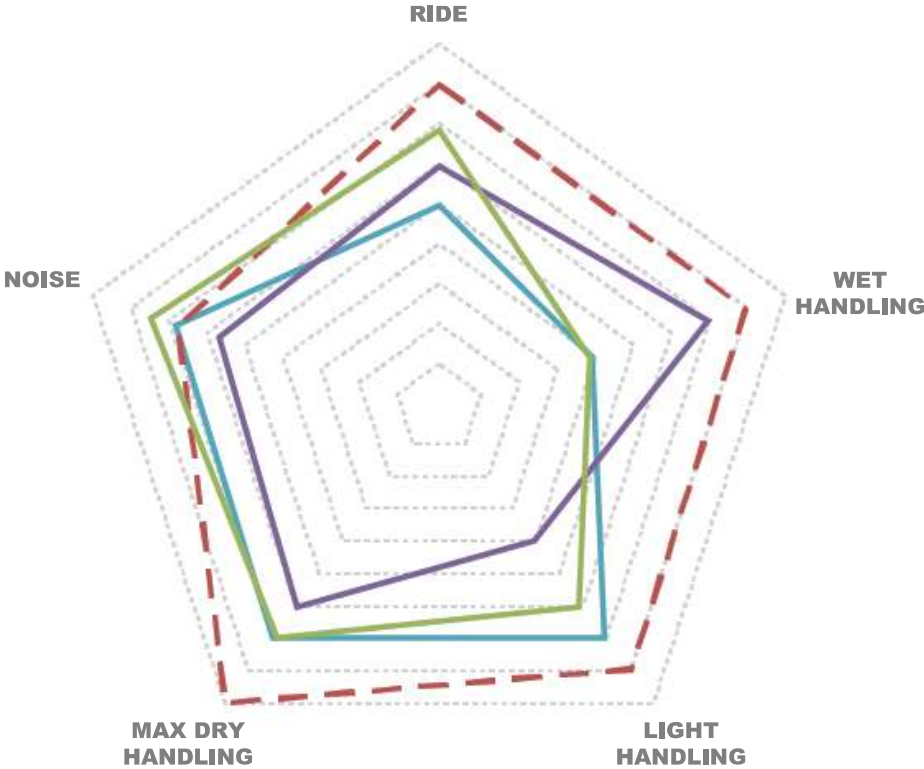
◀ **LAUNCHING
EARLY 2020**

¹ Comparison based on the Firestone Firehawk Pursuit tire vs. the Firestone GT Pursuit tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

² Comparison based on the Firestone Firehawk Pursuit tire vs. the Firestone Firehawk GT Pursuit tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

Firestone Firehawk™ Pursuit™

COMPETITIVE COMPARISON



— GENERAL G-MAX JUSTICE
— BFG ADVANTAGE T/A

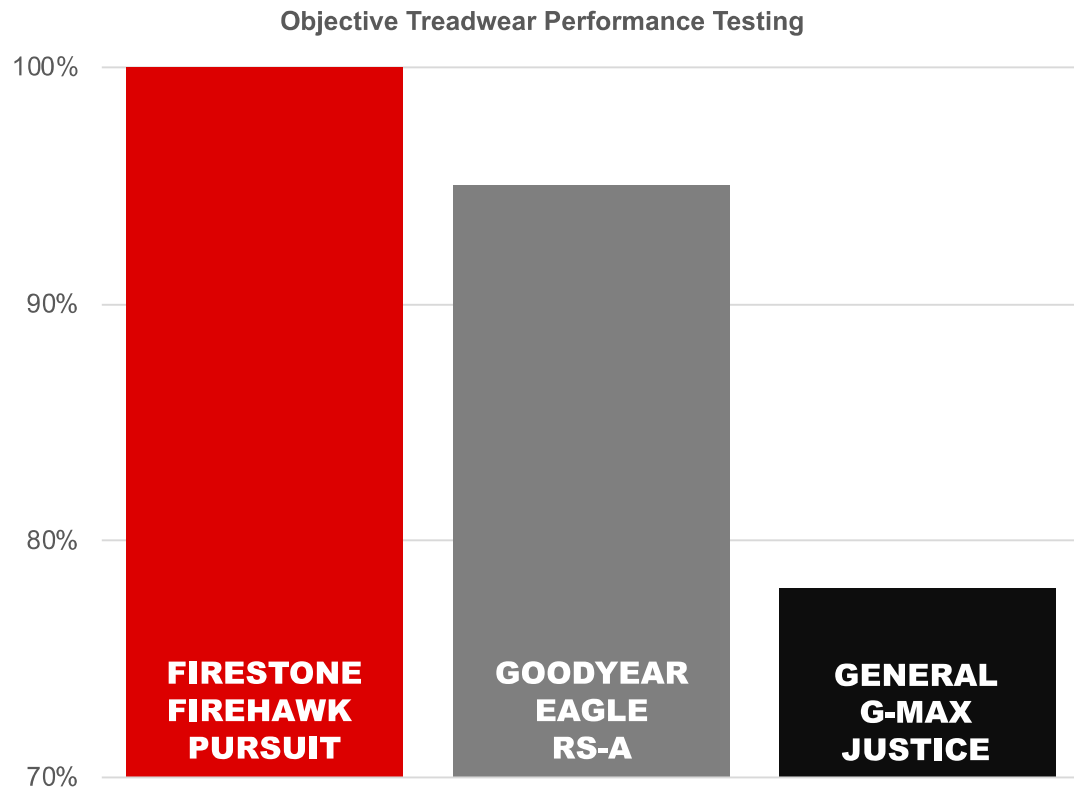
— FIRESTONE FIREHAWK PURSUIT
— GOODYEAR EAGLE RS-A

In head-to-head wet handling testing, the Firestone Firehawk Pursuit tire **beat top competitors**, the Goodyear Eagle RS-A, General G-MAX Justice, and BFG Advantage T/A tires.¹

¹ Comparison based on the Firestone Firehawk Pursuit tire vs. the Goodyear Eagle RS-A tire, the General G-MAX Justice tire and the BFG Advantage T/A tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

Firestone Firehawk™ Pursuit™

BUILT TO LAST LONGER AND KEEP YOUR FLEET MOVING



The Firestone Firehawk Pursuit tire is **built to last 6% longer** than the Goodyear Eagle RS-A tire and **20% longer** than the General G-MAX Justice tire, giving your fleet better value and more confidence.¹

¹ Comparison based on the Firestone Firehawk Pursuit tire vs. the Goodyear Eagle RS-A tire and the General G-MAX Justice tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.



FIREHAWK™ PURSUIT™

TIRE SPECIFICATIONS

ARTICLE	TIRE SIZE	PLY	SERVICE INDEX	SIDEWALL
16"				
067911*	P225/60R16		97V	BL
17"				
011494	235/50R17		96W	BL
011687	235/55R17		99W	BL
011685	265/60R17		108V	BL
18"				
011688	225/60R18		100W	BL
011686	235/50R18	XL	101W	BL
000702	245/55R18		103W	BL

*FIREHAWK™ PV41

Key Fitments:

Ford Interceptor, Dodge Charger Pursuit,
Chevrolet Tahoe Pursuit

TIRE SPECIFICATIONS LEGEND

* OEM Tire	OWL Outline White Letter	- Pinned for #12 Stud Sizes
¥ MOE (Mercedes Exclusive)	WS White Stripe	f Pinned for #15 Stud Sizes
^ RFT (Run Flat Tire)	XL Extra Load (XL)	** Pinned for #16 Stud Sizes
BW Blackwall	◆ Pinned for #11 Stud Sizes	*** Pinned for #17 Stud Sizes

 New sizes

Firestone

FIREHAWK™ PURSUIT™ AWT


Launching Early 2020

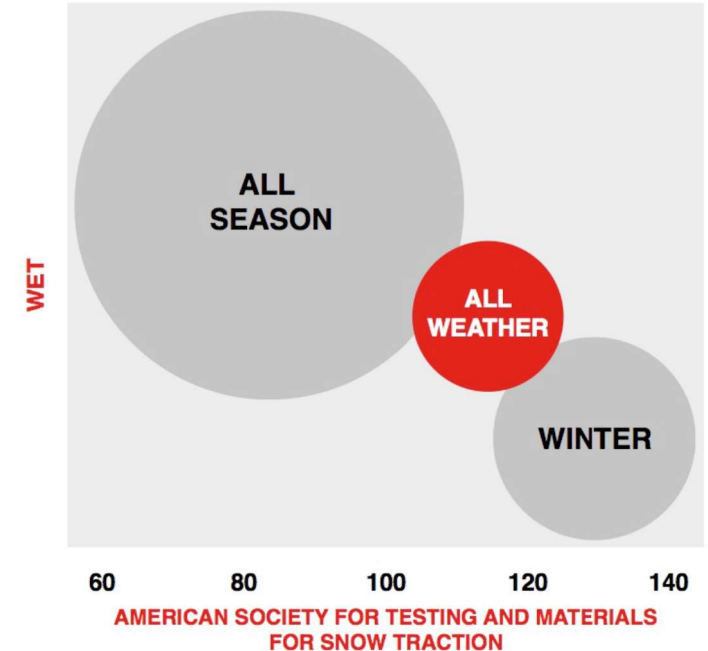


All-Weather products bridge the gap between all-season and snow tire performance

The BOSS expects a lot from their tires—fewer compromises and improved performance.

ALL-WEATHER:

- All-Weather products are those that have the **3-Peak Mountain Snowflake** (3PMS) designation and are marketed for year-round use.
- For the last decade, All-Weather products were a small niche and a value play in the Canadian market as a response to the 2008 Quebec winter tire regulation.
- Firestone All-Weather products have been tested to meet or exceed the requirements to achieve the 3PMS mark.
- A 3PMS mark  on the product indicates that the tire meets the required performance criteria in snow testing to be considered severe snow service-rated.



Firestone

FIREHAWK™ PURSUIT AWT

PURSUIT IN ANY FORECAST

Certified Snow Performance: The Firestone Firehawk Pursuit AWT tire offers 3-Peak Mountain Snowflake Certification, meaning it is certified to perform under severe snow conditions, making it the perfect tire for your fleet in the winter.

- The Firestone Firehawk Pursuit AWT tire has a 16% advantage in snow stopping vs. the Firestone Firehawk PVS dedicated winter tire.¹
- The Firestone Firehawk Pursuit AWT tire has a 10% advantage in snow traction vs. the Firestone Firehawk PVS dedicated winter tire.¹

Less Downtime: Because it is an all-weather tire, the Firestone Firehawk Pursuit AWT tire gives you year-round performance. With fewer changeovers, your fleet can spend more time on the road.

- When tested against the competition in wet stopping distance, the Firestone Firehawk Pursuit AWT tire outperformed the competition.²
 - The Firestone Pursuit AWT tire stopped 10% shorter than the Goodyear Eagle Enforcer All Weather tire, a distance of 9 feet shorter.³
 - The Firestone Pursuit AWT tire stopped 6% shorter than the Nokian WR G4 tire, a distance of 5 feet shorter.⁴
- When tested against the competition in wet lap times, the Firestone Firehawk Pursuit AWT tire led the pack with the fastest wet lap time of all competitors tested.⁵
 - The Firestone Firehawk Pursuit AWT tire had a 9.6% faster lap time than the Goodyear Eagle Enforcer All Weather tire.³
 - The Firestone Firehawk Pursuit AWT tire had a 7.6% faster lap time than the Nokian WR G4 tire.⁴
 - The Firestone Firehawk Pursuit AWT tire had a 6% faster lap time than the Goodyear Ultra Grip GW-3 tire.⁶

Built For Fuel Efficiency: With an improved tread design and rubber compound, the new Firestone Firehawk Pursuit AWT tire is built with improved fuel efficiency to keep you going longer between fill-ups, making it an even better value.

- The Firestone Firehawk Pursuit AWT tire offers a 24% advantage in rolling resistance for improved fuel efficiency against top competitors the Goodyear Eagle Enforcer All Weather tire and the Goodyear Ultra Grip GW-3 tire.⁷



Key Fitments:

Ford Interceptor, Dodge Charger Pursuit, Chevrolet Tahoe Pursuit

¹Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Firehawk PVS tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ² Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Eagle Enforcer All Weather tire and the Nokian WR G4 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ³ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Eagle Enforcer All Weather tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ⁴ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Nokian WR G4 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ⁵ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Eagle Enforcer All Weather tire, the Goodyear Ultra Grip GW-3 tire and the Nokian WR G4 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ⁶ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Ultra Grip GW-3 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits. ⁷ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Eagle Enforcer All Weather tire and the Goodyear Ultra Grip GW-3 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

 **3-PEAK**
MOUNTAIN SNOWFLAKE
CERTIFIED

FIREHAWK™ PURSUIT™ AWT

ADVANCED TECH CALLOUTS

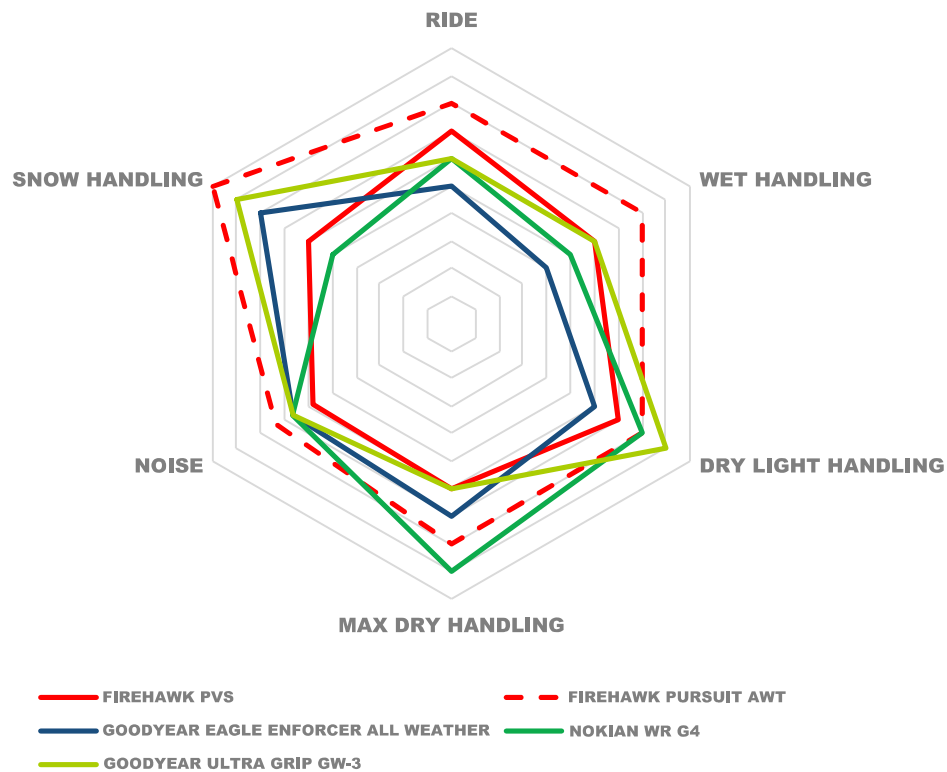
- 1 PURSUIT SPECIFIC CONSTRUCTION**
for high speed stability, handling performance, and durability
- 2 NEW TREAD PATTERN WITH FULL-DEPTH 3D SIPES**
for improved wet and snow performance while maintaining stiffness for handling performance and stability¹
- 3 NEW TREAD PATTERN AND COMPOUND**
provide all-weather capability with certified 3-Peak Mountain Snowflake snow traction performance for confident control in winter conditions

◀ **LAUNCHING
EARLY 2020**

¹ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Firestone Firehawk Pursuit PVS tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

Firestone Firehawk™ Pursuit™ AWT

COMPETITIVE COMPARISON



In head-to-head on-road wet handling testing, **the Firestone Firehawk Pursuit AWT tire outperformed** the Goodyear Eagle Enforcer All Weather tire, the Goodyear Ultra Grip GW-3, and the Nokian WR G4 tire.¹

The Firestone Firehawk Pursuit AWT tire offers a **24% advantage in rolling resistance** for **improved fuel efficiency** against top competitors Goodyear Eagle Enforcer All Weather tire and Goodyear Ultra Grip GW-3 tire.²

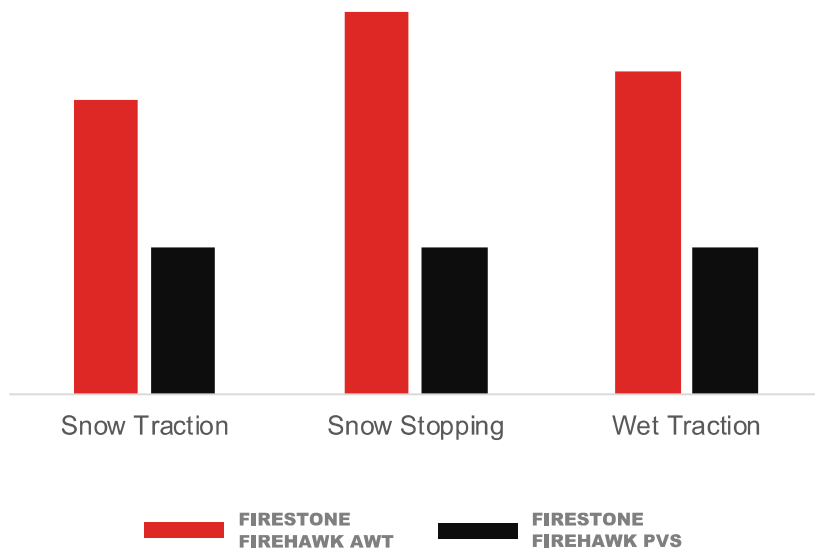
¹ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Eagle Enforcer All Weather tire, the Goodyear Ultra Grip GW-3 tire, and the Nokian WR G4 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

² Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Goodyear Eagle Enforcer All Weather tire and the Goodyear Ultra Grip GW-3 tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

Firehawk™ Pursuit™ AWT

DON'T SACRIFICE PERFORMANCE OR YOUR FLEET'S TIME WITH A TIRE MADE FOR ALL WEATHER CONDITIONS.

SNOW & WET PERFORMANCE COMPARISON



Head-to-head snow stopping testing proved the Firestone Firehawk Pursuit AWT tire is built for winter with the ability to **stop 16% shorter** than the Firehawk PVS dedicated winter tire.¹

The Firestone Firehawk Pursuit AWT tire has a **10% advantage in snow traction** vs. the Firestone Firehawk PVS dedicated winter tire.¹

In head-to-head testing, the Firestone Firehawk Pursuit AWT tire has a **12% advantage in wet traction** over the Firestone Firehawk PVS dedicated winter tire.¹

¹ Comparison based on the Firestone Firehawk Pursuit AWT tire vs. the Firestone Firehawk PVS tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

FIREHAWK™ PURSUIT™ AWT

TIRE SPECIFICATIONS

ARTICLE	TIRE SIZE	PLY	SERVICE INDEX	SIDEWALL
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17"				
011496	235/50R17		96V	BL
077359*	P235/55R17		98V	BL
011691	265/60R17		108V	BL
18"				
011690	225/60R18		100V	BL
023325*	P235/50R18	XL	99V	BL
000694	245/55R18		103V	BL
011894	255/60R18		108V	BL

*FIREHAWK™ PVS

Key Fitments:

Ford Interceptor, Dodge Charger Pursuit,
Chevrolet Tahoe Pursuit

TIRE SPECIFICATIONS LEGEND

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■ New sizes





THANK YOU

