



Greatec M703™ Ecopia™

Enhanced Fuel Efficiency Drive Radial



An Ultra-Wide Base for Excellent Cost Efficiency

Leading long-haul fleets know real efficiency means getting more than just extra mileage from your tires. That's why Bridgestone is proud to introduce the new Bridgestone Greatec M703 Ecopia with an ultra-wide base engineered casing to help fleets predictably reduce their total cost per mile through premium performance across multiple efficiency metrics.¹

Key Features

- Improved Projected Mileage
- Enhanced Fuel Efficiency
- Traction Technology



Optimized tread package
Newly designed high rigidity pattern combined with fuel efficient compound to deliver improved mileage performance with enhanced fuel efficiency

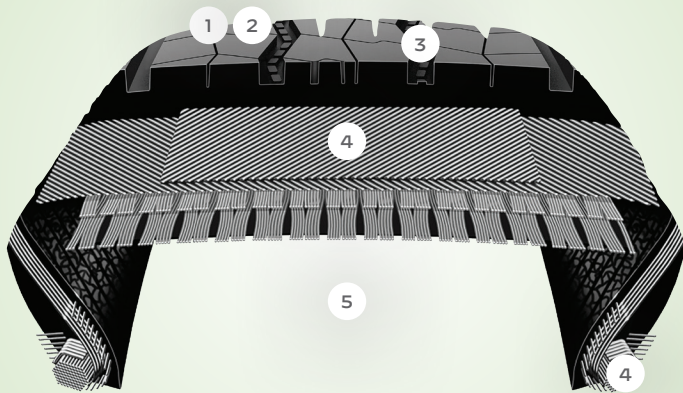
Continuous Shoulder Design
Distributes weight and torque uniformly to fight irregular wear for long tread life and overall even wear

Full Depth Siping
Increased long-lasting biting edges for confident traction performance throughout the life of the tire

Wide Grooves
Helps reduce risk of groove cracking and combat retention of damaging stones for enhanced retreadability

¹ Comparison based on the Bridgestone Greatec M703 Ecopia tire vs. the Bridgestone Greatec M835A Ecopia tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.





Greatec M703™ Ecopia™ Features & Benefits

- 1. Improved Projected Mileage**
 A newly designed high-density pattern plus a long-wearing compound deliver excellent removal mileage to extend your performance even further down the road.
- 2. Enhanced Fuel Efficiency**
 A low rolling resistance compound paired with a low energy pattern continues the fuel efficiency improvements fleets have come to expect from Bridgestone's Ecopia products.
- 3. Traction Technology**
 Increased, long-lasting biting edges give the Bridgestone Greatec M703 Ecopia the confident traction to excel even in demanding applications throughout the life of the tire.¹
- 4. Casing Retreadability**
 The Bridgestone Greatec M703 Ecopia casing is engineered with proven WAVED BELT™ technology and TURN IN PLY™ design to deliver outstanding retreadability.
- 5. ENLITEN Technology**
 The Bridgestone Greatec M703 Ecopia is engineered with new ENLITEN technology, designed to elevate conventional tire performance in pursuit of sustainable mobility.



The Bridgestone Greatec M703 Ecopia™ meets 3 Peak Mountain Snow Flake (3PMSF) criteria for snow traction performance.

Bridgestone Casings & Bandag Retreads

Pairing your Bridgestone casing with a Bandag retread extends the life of your tires and keeps your money where it belongs—with you. With specialized tread patterns that stand up to your operation's demands plus cutting-edge compounds that resist wear and tear, Bandag retreads perform like new tires at a fraction of the cost. For more information, visit bandag.com or scan the QR code below.

Prove It to Yourself

Connect product, data, technology and service in order to simplify your tire management, creating enhanced business results while also contributing to a more efficient future of mobility. Make your investment go further with Bridgestone's IntelliTire, which provides real time data on tire pressure monitoring, temperature, speed and more to detect and avoid tire issues before they happen, reducing downtime and tire costs. Scan the QR codes to the right for more info.



Find a Dealer

Bridgestone offers customized programs, services and technology and is partnered with the largest dealer network to drive your business forward. Scan the QR code to locate a dealer near you.



Improved Projected Mileage

The Bridgestone Greatec M703 Ecopia tire is projected to have 30% better wear mileage than the predecessor Bridgestone Greatec M835A Ecopia tire.¹

The Bridgestone Greatec M703 Ecopia tire is projected to have 10% better wear mileage than the Michelin X1 Line Energy D tire.²

Enhanced Fuel Efficiency

The Bridgestone Greatec M703 Ecopia tire has 14% lower rolling resistance than the predecessor Bridgestone Greatec M835A Ecopia tire.¹

Tire Size	Load Range	Article Number	Weight (lbs/kg) [†]	Meas. Rim (in)	Overall Diameter (in/mm)	Overall Width (in/mm)	Static Loaded Radius (in/mm)	Overall Width Loaded (in/mm)	Revs per (mile/km)	Tread Depth (32 nd /mm)	Max Load Capacity Single (lbs/kg)	Max Load Capacity Dual (lbs/kg)	Inflation Pressure (PSI/kPa)	Max Speed (mph/kph)
445/50R22.5 metric	L	004181	174 / 79	14.00	39.7 / 1009	17.7 / 449	18.5 / 469	19.4 / 494	526 / 327	22 / 17	4625 / 10200	-	830 / 120	75 / 120

[†]Estimated, subject to change.

¹ Comparison based on the Bridgestone Greatec M703 Ecopia tire vs. the Bridgestone Greatec M835A Ecopia tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.

² Comparison based on the Bridgestone Greatec M703 Ecopia tire vs. the Michelin X1 Line Energy D tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions, and driving habits.