

## Summary of carboNZero certification:



Bridgestone New Zealand Limited  
Ecopia passenger vehicle tyre range

*Bridgestone New Zealand Limited meets the requirements of carboNZero<sup>Cert™</sup> certification having measured the business-to-business life cycle greenhouse gas emissions of its selected products, committed to managing and reducing the emissions intensity of the product and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the Ecopia passenger vehicle tyre range produced at the Bridgestone Corporation manufacturing sites and distributed and sold within New Zealand.*



**Introduction<sup>1</sup>** – This public declaration presents<sup>2</sup> certified information about Bridgestone New Zealand Limited’s product carbon footprint which has been prepared using the methods detailed in the Programme product footprint specification (CZPP09 – Product footprint specification – tyres).

**Company climate change policy** – Bridgestone New Zealand Limited was formed in September 1998, and is 100% owned by Bridgestone Australia Limited, which is owned by the Bridgestone Corporation International based in Japan. Bridgestone New Zealand Limited sell Bridgestone, Firestone and Supercat branded tyres throughout New Zealand at a number of retailers, including; Firestone, Bridgestone Pole Position, Tony’s Tyre Service, Bridgestone Firestone Commercial, Bridgestone Truck Centre and other Bridgestone stockists. These retailers also provide a comprehensive range of tyre-related services. Bridgestone New Zealand Limited are committed to sustainability, including management of their greenhouse gas emissions.

**Product description** – The Ecopia tyre range has been designed for comfort, safety, and fuel efficiency. Fuel efficiency is achieved through new reinforcement technology which reduces heat and friction (rolling resistance) and therefore reduces the force required to drive forward. This has been achieved without compromising safety standards. The Ecopia’s tyre range comes in widths ranging from 155 to 245 mm. The tyre is produced by Bridgestone Corporation in Hikone and Tokyo, both in Japan and one Thailand factory.

**Scope and boundary** – “Business-to-business”

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<sup>1</sup>**Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information. The product carbon footprint information disclosed in this statement should not be used to make comparisons with other products/services unless the same methodologies, scope and boundaries have been applied.

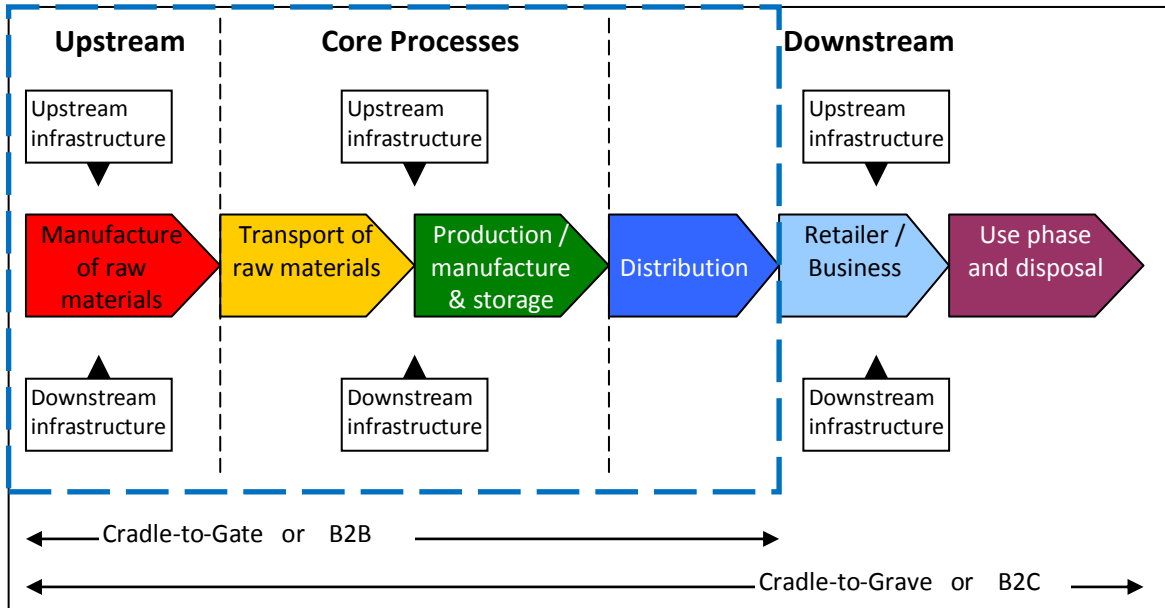
<sup>2</sup>CZPP03 product disclosure template v2.0, created 07/10/2010; last revised 01/04/2011.

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The diagram below shows the life cycle diagram used for describing the greenhouse gas emissions associated with the product – the intended certification is for the “B2B” processes as shown by the blue box on the diagram.



**Figure 1:** Life cycle phases for product.  
The dotted blue line indicated the boundary for the business-to-business measurement.

**Base period** – 01/01/2010 to 31/12/2010

**Measurement period** – 01/01/2010 to 31/12/2010

**Emissions and removals** – Table 1 below shows the GHG emissions and removals included for the Business to Business scope and boundary, for the 195/65R15 Ecopia Tyre.

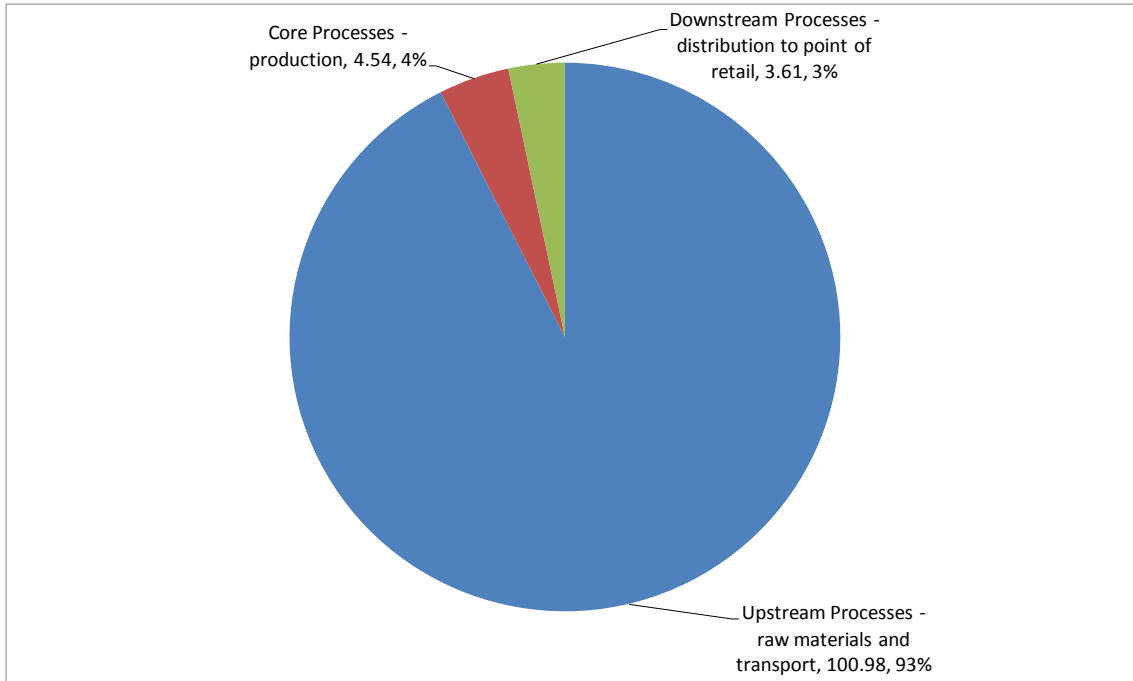
**Table 1:** Emissions by processs for the 195/65R15 Ecopia passenger vehicle tyre range

	Fossil carbon (kg CO <sub>2</sub> e/tyre)	Biogenic carbon (kg CO <sub>2</sub> e/tyre)	Total (kg CO <sub>2</sub> e/tyre)
Upstream Processes - raw materials and transport	28.82	72.16	100.98
Core Processes - production	8.24	unknown	8.24
Downstream Processes - distribution to point of retail	3.61	unknown	3.61
Total			112.83

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**Figure 2:** Emissions by process, kg CO<sub>2</sub>e.

**Table 2:** Emissions for each tyre product.

Tyre	Total (g CO <sub>2</sub> e/tyre)	Total (kg CO <sub>2</sub> e/tyre)
195/65R15	109,446	109
215/60R16	119,535	120
155/65R13	66,189	66
165/70R14	79,602	80
175/60R15	84,011	84
175/65R14	81,867	82
175/65R15	87,073	87
175/70R14	86,828	87
185/60R15	91,973	92
185/65R15	96,138	96
195/55R16	102,814	103
195/60R15	97,485	97
205/55R16	113,095	113
205/65R15	110,243	110
205/65R16	114,996	115
215/45R17	117,729	118

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Tyre	Total (g CO <sub>2</sub> e/tyre)	Total (kg CO <sub>2</sub> e/tyre)
215/55R17	123,788	124
225/55R17	138,996	139
EX10165/65/13	70,676	71
EX10165/65/14	76,662	77
EX10185/65/14	89,831	90
EX10165/65/15	81,451	81
EX10205/60/16	112,577	113
EX10165/55/16	116,168	116
EX10205/50/17	116,168	116
EX10225/45/17	122,154	122
EX10245/45/18	138,914	139

**Exclusions** – No known exclusions

**Data quality** – 4% of the data for the Ecopia product was from primary data, 96% from secondary data. Overall, the data quality has been assessed for this product as 'poor'.

**Emissions reduction commitments** – Bridgestone New Zealand Limited has developed an emissions reduction plan that includes the <product/service>. Some projects in this plan include:

- Driver behaviour training
- Increasing the use of biofuel
- Enhancing fleet logistics
- Increasing the amount of multivehicle on site service visits as opposed to numerous single vehicle off site trips

**Offset** – 1971 tonnes CO<sub>2</sub>e. VERs<sup>3</sup> from Beijing 48 MW Guanting Wind Power Project. Serial numbers 10006501 to 10008471 have been cancelled (or equivalent) on the Markit Environmental Registry. This offset covers three months in advance projected tyre sales.

The offset commitment is based on an average tCO<sub>2</sub>e per tyre sold in advance. An annual wash-up will be conducted to reconcile the credits offset quarterly in advance versus the actual paper sold.

Below is the schedule for credit purchases:

June 2011	3 months in advance
October 2011	3 months in advance
February 2012	3 months in advance
June 2012	Annual wash-up

<sup>3</sup>VERs are created by eligible projects for emissions reductions achieved up to the end of 2007.

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**Verified by** – carboNZero Strategic Business Unit

**Materiality** – Excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated. The product carbon footprint has been pro-rated to 100% in order to determine the number of offsets required.

**Level of assurance** – Limited assurance.

**Certification status** – carboNZero certified product/service covering the Ecopia passenger vehicle tyre range

**Certificate number** – 2011088

**Valid until** – 31 March 2014

**Note:** Bridgestone New Zealand Limited has achieved carboNZero certification for its organisation and there is a separate disclosure page available.

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