14 Portugal
04/10/2009

OFFICIAL MotoGP CLASS TYRE

No easy ride in Estoril

Estoril is one of the most technically demanding races on the calendar and one of the toughest challenges of the season for Bridgestone's tyres. The very varied nature of the circuit will really test the wider operating range of this year's tyres as they are faced with fast right-hand corners, slow lefts, a long and fast straight and heavy braking.

The circuit's four left- and nine right-handed corners mean that Bridgestone has selected asymmetric rear tyres for Estoril in order to compensate for the resulting difference in tyre temperature between the right and left shoulders. The temperature differential between the shoulders is more marked at this track as the right-handers are generally fast but the left-handers generally slow, including the chicane which is the slowest corner on the calendar.

The operating temperature differential between the right and left shoulders of the Bridgestone slicks is sufficient to warrant asymmetric rear tyres

This year's Portuguese Grand Prix is the tenth to be held at the Estoril circuit and there have been four different winners at the venue in as many years, though it is one of the few circuits at which a Bridgestone-shod rider has never claimed victory. Makoto Tamada took pole and finished second in 2004, and more recently Casey Stoner qualified second and finished third in 2007 and Valentino Rossi qualified and finished third last year.

Whilst it is a foregone conclusion this season, the first win by a Bridgestone-shod rider at Estoril will be another circuit ticked for Bridgestone and the 49th premier class victory on Bridgestone tyres since the company's entry into the sport in 2002.

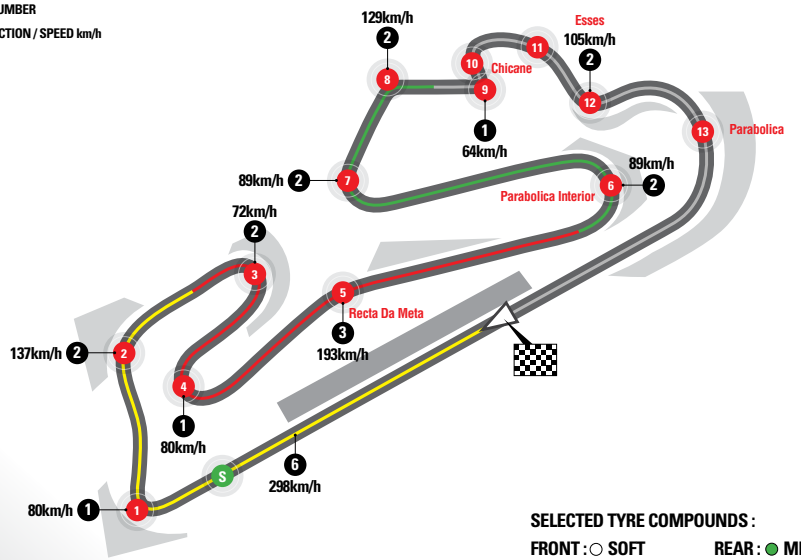
Tyre talk

Tohru Ubukata
Bridgestone Motorsport - Manager Motorcycle Race Tyre Development

"Estoril is one of the toughest tracks on the calendar and has a challenging mixture of slow-speed lefts, high-speed rights and interlinking straights that test all aspects of the rider, machine and tyre package. The circuit has a very varied nature throughout each lap which is what makes it challenging, but I am confident that the wider operating range of this year's tyres will give us a significant advantage this season compared to those previously. We see some heavy braking points at Estoril, such as into the first corner, so stability from the front tyre is crucial. The use of asymmetric tyres is also very important here."

Portugal - Estoril

S : SPEED TRAP - GEAR SELECTION / SPEED km/h
1 : CORNER NUMBER
1 : GEAR SELECTION / SPEED km/h
: SECTOR 1
: SECTOR 2
: SECTOR 3



SELECTED TYRE COMPOUNDS :
FRONT : SOFT, MEDIUM
REAR : MEDIUM, HARD

Where to watch...

Turn 9-10 : Chicane : This is the slowest corner on any Grand Prix track. It is also one of the only four left-handers at Estoril.

Turn 13 : Parabolica : Most of this 180-degree corner is spent on constant throttle and maximum lean before powering out onto the straight.

Circuit information

First race	2000
No. of GPs held	9
Laps	28 (MotoGP), 26 (250cc), 23 (125cc)
Track length	4.182 km / 2.599 miles (Width 14m)
Race distance	117.096 km / 72.772 miles
Longest straight	0.986 km / 0.613 miles
Corners	13 (4 left, 9 right)

Records

Pole position	1m 35.715s (157.291km/h)
	Jorge Lorenzo (Yamaha, 2008)
Fastest lap	1m 37.404s (154.564km/h)
	Jorge Lorenzo (Yamaha, 2008)
Race time	45m 49.911s (153.294km/h)
	Valentino Rossi (Yamaha, 2007)
2008 Winner	Jorge Lorenzo (Yamaha)

Event schedule
Local time GMT + 1

Friday	
12:40-13:40	125cc Free Practice 1
13:55-14:55	**MotoGP Free Practice 1**
15:10-16:10	250cc Free Practice 1
Saturday	
09:00-09:40	125cc Free Practice 2
09:55-10:55	**MotoGP Free Practice 2**
11:10-12:10	250cc Free Practice 2
13:00-13:40	125cc Qualifying Practice
13:55-14:55	**MotoGP Qualifying Practice**
15:10-15:55	250cc Qualifying Practice
Sunday	
09:00-09:20	125cc Warm Up
09:30-09:50	250cc Warm Up
10:00-10:20	**MotoGP Warm Up**
11:15	250cc Race (26 laps)
13:00	**MotoGP Race (28 laps)**
14:30	125cc Race (23 laps)

Source : www.motogp.com & Haynes MotoGP Season Review. Information subject to change

Teams and riders

Fiat Yamaha Team

Machine: Yamaha YZR-M1 Web: www.yamaha-racing.com

Valentino Rossi — 46
Age: 30 DOB: 16/2/1979
Nationality: Italian
MotoGP Wins: 77

Jorge Lorenzo — 99
Age: 22 DOB: 4/4/1987
Nationality: Spanish
MotoGP Wins: 4

Repsol Honda Team

Machine: Honda RC212V Web: www.hondaracing-eu.com

Dani Pedrosa — 3
Age: 24 DOB: 29/9/1985
Nationality: Spanish
MotoGP Wins: 7

Andrea Dovizioso — 4
Age: 23 DOB: 23/3/1986
Nationality: Italian
MotoGP Wins: 1

Ducati Team

Machine: Ducati Desmosedici GP9 Web: www.ducati.com

Casey Stoner — 27
Age: 23 DOB: 16/10/1985
Nationality: Australian
MotoGP Wins: 18

Nicky Hayden — 69
Age: 28 DOB: 30/7/1981
Nationality: American
MotoGP Wins: 3

Monster Yamaha Tech 3

Machine: Yamaha YZR-M1 Web: www.teamtech3.fr

Colin Edwards — 5
Age: 35 DOB: 27/2/1974
Nationality: American
MotoGP Wins: 0

James Toseland — 52
Age: 28 DOB: 5/10/1980
Nationality: British
MotoGP Wins: 0

Rizla Suzuki MotoGP

Machine: Suzuki GSV-R Web: www.rizla-suzuki-motogp.co.uk

Chris Vermeulen — 7
Age: 27 DOB: 19/6/1982
Nationality: Australian
MotoGP Wins: 1

Loris Capirossi — 65
Age: 36 DOB: 4/4/1973
Nationality: Italian
MotoGP Wins: 9

San Carlo Honda Gresini

Machine: Honda RC212V Web: www.gresiniracing.com

Alex De Angelis — 15
Age: 25 DOB: 26/2/1984
Nationality: San Marinese
MotoGP Wins: 0

Toni Elias — 24
Age: 26 DOB: 26/3/1983
Nationality: Spanish
MotoGP Wins: 1

Pramac Racing

Machine: Ducati Desmosedici GP9 Web: www.ducati.com

Mika Kallio — 36
Age: 26 DOB: 8/10/1982
Nationality: Finnish
MotoGP Wins: 0

Niccolo Canepa — 88
Age: 21 DOB: 14/5/1988
Nationality: Italian
MotoGP Wins: 0

Scot Racing Team MotoGP

Machine: Honda RC212V
Web: www.scotracingteam.com

Gabor Talmacsi — 41
Age: 28 DOB: 28/5/1981
Nationality: Hungarian
MotoGP Wins: 0

LCR Honda MotoGP

Machine: Honda RC212V
Web: www.lcr.mc

Randy De Puniet — 14
Age: 28 DOB: 14/2/1981
Nationality: French
MotoGP Wins: 0

Hayate Racing Team

Machine: Kawasaki ZX-RR

Marco Melandri — 33
Age: 27 DOB: 7/8/1982
Nationality: Italian
MotoGP Wins: 5

Teams and riders order based on 2008 team championship position

Front tyre compound allocation

SELECTED TYRE COMPOUNDS : ○ SOFT ● MEDIUM

Rider	Team	Soft	Medium	Rider	Team	Soft	Medium
Valentino Rossi	Fiat Yamaha Team	Four ○○○○	Four ●●●●	Loris Capirossi	Rizla Suzuki MotoGP	Four ○○○○	Four ●●●●
Jorge Lorenzo	Fiat Yamaha Team	Four ○○○○	Four ●●●●	Alex De Angelis	San Carlo Gresini Honda	Four ○○○○	Four ●●●●
Dani Pedrosa	Repsol Honda	Four ○○○○	Four ●●●●	Toni Elias	San Carlo Gresini Honda	Four ○○○○	Four ●●●●
Andrea Doviziozo	Repsol Honda	Four ○○○○	Four ●●●●	Mika Kallio	Pramac Racing	Four ○○○○	Four ●●●●
Casey Stoner	Ducati Team	Four ○○○○	Four ●●●●	Niccolo Canepa	Pramac Racing	Four ○○○○	Four ●●●●
Nicky Hayden	Ducati Team	Four ○○○○	Four ●●●●	Gabor Talmacsi	Scot Racing Team MotoGP	Four ○○○○	Four ●●●●
Colin Edwards	Monster Yamaha Tech 3	Four ○○○○	Four ●●●●	Marco Melandri	Hayate Racing Team	Four ○○○○	Four ●●●●
James Toseland	Monster Yamaha Tech 3	Four ○○○○	Four ●●●●	Randy De Puniet	LCR Honda MotoGP	Four ○○○○	Four ●●●●
Chris Vermeulen	Rizla Suzuki MotoGP	Four ○○○○	Four ●●●●				

FACT

The Firestone-supported IndyCar Series is experiencing its second closest season finale in history. With one race remaining, just eight points separate Scott Dixon, Dario Franchitti and Ryan Briscoe.

RACE KEY A: Reason retired · B: Final race position · C: Grid position · D: Championship points · F: Front tyre choice at start · R: Rear tyre choice at start · ●●: Tyre changes · AC: Accident · DQ: Disqualified · RT: Retired · TC: Technical · DNS: Did not start

Calendar & Riders' Championship

AVAILABLE TYRE COMPOUNDS: ○ Soft · ● Medium · ● Hard · ● Extra Hard · ● Wet

	Losail	Motegi	Jerez	Le Mans	Mugello	Catalunya	Assen	Laguna	Sachsenring	Donington Park	Brno	Indianapolis	Misano	Estoril	Phillip Island	Sepang	Valencia
	QAT	JPN	SPA	FRA	ITA	CAT	HOL	USA	GER	GB	CZE	IND	RSM	POR	AUS	MAL	VAL
	12/04/09	26/04/09	03/05/09	17/05/09	31/05/09	14/06/09	27/06/09	05/07/09	19/07/09	26/07/09	16/08/09	30/08/09	06/09/09	04/10/09	18/10/09	25/10/09	08/11/09
ALLOCATED - FRONT TYRES	Soft / Medium	Soft / Medium	Medium / Hard	Soft / Medium	Medium / Hard	Medium / Hard	Soft / Medium	Medium / Hard	Hard / Ex. Hard	Soft / Medium	Hard / Ex. Hard	Medium / Hard	Medium / Hard	Soft / Medium	Soft / Medium		
ALLOCATED - REAR TYRES	Soft / Medium	Soft / Medium	Soft / Medium	Soft / Medium	Medium / Hard	Hard / Ex. Hard	Soft / Medium	Medium / Hard	Hard / Ex. Hard	Soft / Medium	Medium / Hard	Hard / Ex. Hard	Medium / Hard	Medium / Hard	Hard / Ex. Hard		
RACE WEATHER CONDITIONS	22º 26º	22º 35º	26º 49º	14º 24º	16º 25º	32º 52º	23º 35º	21º 46º	19º 27º	17º 22º	27º 48º	21º 35º	24º 41º				
RACE TRACK CONDITIONS	DRY	DRY	DRY	WET/DRY	WET/DRY	DRY	DRY	DRY	DRY	DAMP	DRY	DRY	DRY				

POS - RIDER	W	PD	PTS	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17
1 Valentino Rossi (46)	5	9	237	2 2 20	2 1 20	1 4 25	16 4 -	3 4 16	1 2 25	1 1 25	2 2 20	1 1 25	5 1 11	1 1 25	AC - 3 -	1 1 25				
2 Jorge Lorenzo (99)	3	9	207	3 3 16	1 3 25	AC - 1 -	1 2 25	2 1 20	2 1 20	2 3 20	3 1 16	2 2 20	AC - 3 -	AC - 2 -	1 2 25	2 3 20				
3 Dani Pedrosa (3)	1	6	157	11 14 5	3 11 16	2 2 20	3 1 16	AC - 8 -	6 8 10	AC - 2 -	1 4 25	3 8 16	9 2 7	2 3 20	10 1 6	3 2 16				
4 Casey Stoner (27)	2	5	150	1 1 25	4 2 13	3 3 16	5 3 11	1 2 25	3 3 16	3 4 16	4 3 13	4 3 13	14 4 2	DNS - - -	DNS - - -	DNS - - -				
5 Andrea Dovizioso (4)	1	1	133	5 4 11	5 7 11	8 8 8	4 5 13	4 7 13	4 4 13	AC - 8 -	AC - 5 -	- 6 -	1 5 25	4 6 13	4 8 13	4 8 13				
6 Colin Edwards (5)	-	1	123	4 6 13	12 5 4	7 7 9	7 6 9	6 6 10	7 6 9	4 5 13	7 7 9	9 7 7	2 6 20	7 5 9	5 5 11	AC - 5 -				
7 Loris Capirossi (65)	-	-	97	AC - 5 -	7 6 9	6 6 10	8 8 8	5 3 11	5 11 11	9 6 7	AC - 10 -	11 9 5	11 14 5	5 9 11	7 11 9	5 10 11				
8 Alex De Angelis (15)	-	1	88	6 9 10	13 15 3	14 15 2	11 16 5	15 12 1	12 14 4	10 11 6	11 12 5	5 5 11	4 12 13	8 7 8	2 4 20	AC - 7 -				
9 Randy De Puniet (14)	-	1	88	10 7 6	11 16 5	4 5 13	14 10 2	8 5 8	8 7 8	7 10 9	9 14 7	- 6 -	3 10 16	10 13 6	12 12 4	12 9 4				
10 Marco Melandri (33)	-	1	87	14 11 2	6 8 10	5 11 11	2 9 20	11 15 5	14 17 2	11 14 5	10 11 6	7 13 9	7 7 9	AC - 15 -	AC - 9 -	8 12 8				
11 Chris Vermeulen (7)	-	-	84	7 8 9	10 4 6	10 7 6	6 7 10	10 11 6	11 12 5	5 7 11	8 9 8	13 12 3	13 13 3	11 11 5	11 14 5	9 13 7				
12 Toni Elias (24)	-	1	80	9 12 7	15 9 1	9 9 7	10 11 6	14 9 2	AC - 5 -	12 15 4	6 6 10	6 17 10	- 8 -	3 4 16	9 7 7	6 4 10				
13 James Toseland (52)	-	-	78	16 13 -	7 10 7	13 14 3	9 12 7	7 9 14	13 9 3	6 9 10	DQ - 15 -	10 14 6	6 9 10	9 14 7	6 10 10	10 14 6				
14 Nicky Hayden (69)	-	-	73	12 16 4	- 12 -	15 16 1	12 13 4	12 16 4	10 13 6	8 13 8	5 8 11	8 4 8	15 15 1	6 8 10	3 6 16	AC - 6 -				
15 Mika Kallio (36)	-	-	51	8 10 8	8 17 8	RT - 17 -	AC - 14 -	13 17 3	9 10 7	AC - 12 -	DNS - - -	14 10 2	10 11 6	AC - 10 -	8 15 8	7 11 9				
16 Niccolo Canepa (88)	-	-	35	17 18 -	14 18 2	16 18 -	15 17 1	AC 9 13 7	16 18 -	14 1 2	12 16 4	12 15 4	8 16 8	12 12 4	RT - 13 -	13 16 3				
17 Sete Gibernau (59)	-	-	12	13 15 3	- 14 -	11 12 5	DNS - - -	DNS - - -	15 15 1	13 16 3	AC - 13 -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -				
18 Gabor Talmacsi (41)	-	-	12	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	17 19 -	16 19 -	AC - 17 -	15 16 1	12 17 4	13 17 3	14 17 2	14 17 2				
19 Yuki Takahashi (72)	-	-	9	15 17 1	- 13 -	12 13 4	13 15 3	AC - 10 -	AC - 16 -	15 18 1	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -				
20 Aleix Espargaro (44)	-	-	8	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	13 16 3	11 15 5				
21 Michel Fabrizio (84)	-	-	0	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	DNS - - -	RT - 16 -	DNS - - -	DNS - - -				

A word with Yamada

"At this point in the season, I believe that our role as the Official Tyre Supplier is working well" summarises Bridgestone Motorsport Manager Hiroshi Yamada. "The riders are giving good feedback every race about our tyres and the level of service we are providing and we have had no significant difficulties. Just as importantly we have seen some very good races. I think this has been a great year for MotoGP on-track, and we are very proud to be a part of it.

"Many races have been decided on the last lap, and we have seen some incredibly close gaps. We have seen that the championship has been very close all season and this is very exciting. I think the fact that every rider is now on Bridgestone tyres has levelled the playing field. We have seen in previous years that races have been decided by tyre performance and riders who didn't have the correct specification were at a disadvantage. The single tyre rule has put much more focus on the riders and the teams to get the most out of the tyres, so this year the situation is better for the sport.

"Compared to the tyre competition situation of previous years, there are fewer tyre specifications available in this single tyre era which makes it easier for riders to develop a good understanding of the tyres. This is important with the reduction in running time during a grand prix weekend as riders and teams are able to more quickly and effectively utilise their tyre knowledge built from race to race. I think this also can help rookies quickly get to grips with a GP bike with minimal track time, and could really help the new faces in the paddock next year.

"We have seen very good races at almost every round this season, and I think that we will continue to see these kinds of races right until the finale in Valencia. I also believe we have showed this year that the single tyre rule has been good for the sport. As we carry the knowledge and lessons from this year into next, I am confident we will see even more exciting and close racing."

2002-2009 Bridgestone MotoGP cumulative statistics

- 131 Grands Prix
- 2 World Championships
- 48 Victories
- 45 Pole Positions
- 131 Podiums (in 69 GPs)
- 129 Front Row Starts (in 75 GPs)
- 6762 Championship Points

FACT *Bridgestone has recently launched its Ecopia EP150 eco-friendly road tyre which features a 15 per cent improved rolling resistance to make it, on average, three per cent more fuel efficient.*

OFFICIAL MotoGP CLASS TYRE

Team news

Business as usual

After the mid-season swapping of rides brought about by Casey Stoner's absence due to illness, the Australian's scheduled return for the Portuguese GP heralds a return to business as usual within the MotoGP field. Standing in for Stoner at the Ducati Team, Mika Kallio moves back to Pramac Racing to rejoin teammate Niccolo Canepa, leaving Kallio's replacement Aleix Espargaro on the sidelines.

Records show tyre performance

With no competition to provide a measure for comparison, it is more difficult for Bridgestone to prove its performance, but one good benchmark is laptimes. So far this season six new lap records have been set by Rossi, Lorenzo and Pedrosa at Jerez, Assen, Sachsenring, Brno, Indianapolis, and Misano. Two new pole position records have also been set at Brno and Indy, on race tyres.

Randy's ride confirmed

After making a return to Bridgestone tyres in MotoGP's single tyre era, the LCR Honda team have confirmed de Puniet as their rider for the 2010 season. "We have got the potential to get positive results and we will be trying our best again next year" said the Frenchman whose best result of third this season came at the British GP using slicks in the damp conditions.

Last year's race : Estoril 2008

2008 FASTEST LAP Jorge Lorenzo, Yamaha
Lap 18 - Average speed: 154.564km/h - Time: 1m 37.404s

2008 Qualifying times

Pos	Rider	Team	Time	Km/h	Gap
1	Jorge Lorenzo	Fiat Yamaha Team	1m35.715s	313.258	
2	Dani Pedrosa	Repsol Honda Team	1m35.948s	312.914	+0.233s
3	Valentino Rossi	Fiat Yamaha Team	1m36.199s	312.400	+0.484s
4	Nicky Hayden	Repsol Honda Team	1m36.266s	311.123	+0.551s
5	Colin Edwards	Tech 3 Yamaha	1m36.289s	310.192	+0.574s
6	James Toseland	Tech 3 Yamaha	1m36.790s	307.269	+1.075s
7	Andrea Dovizioso	JiR Team Scot MotoGP	1m36.998s	307.021	+1.283s
8	Randy De Puniet	LCR Honda MotoGP	1m37.223s	307.269	+1.508s
9	Casey Stoner	Ducati Team	1m37.253s	317.440	+1.538s
10	John Hopkins	Kawasaki Racing Team	1m37.346s	310.446	+1.631s
11	Shinya Nakano	San Carlo Honda Gresini	1m37.664s	308.099	+1.949s
12	Loris Capirossi	Rizla Suzuki MotoGP	1m37.786s	311.632	+2.071s
13	Chris Vermeulen	Rizla Suzuki MotoGP	1m37.843s	306.362	+2.128s
14	Toni Elias	Alice Team	1m38.561s	315.422	+2.846s
15	Anthony West	Kawasaki Racing Team	1m38.775s	309.771	+3.060s
16	Alex De Angelis	San Carlo Honda Gresini	1m38.823s	301.984	+3.108s
17	Marco Melandri	Ducati Team	1m39.115s	316.736	+3.400s
18	Sylvain Guintoli	Alice Team	1m39.355s	311.038	+3.640s

2008 Race results

Source : www.motogp.com

Pos	Rider	Team	Time	Km/h	Gap
1	Jorge Lorenzo	Fiat Yamaha Team	45m53.089s	153.117	
2	Dani Pedrosa	Repsol Honda Team	45m54.906s	153.016	+1.817s
3	Valentino Rossi	Fiat Yamaha Team	46m05.812s	152.412	+12.723s
4	Colin Edwards	Tech 3 Yamaha	46m10.312s	152.165	+17.223s
5	John Hopkins	Kawasaki Racing Team	46m16.841s	151.807	+23.752s
6	Casey Stoner	Ducati Team	46m19.777s	151.647	+26.688s
7	James Toseland	Tech 3 Yamaha	46m25.720s	151.323	+32.631s
8	Chris Vermeulen	Rizla Suzuki MotoGP	46m29.471s	151.120	+36.382s
9	Loris Capirossi	Rizla Suzuki MotoGP	46m31.357s	151.018	+38.268s
10	Shinya Nakano	San Carlo Honda Gresini	46m32.565s	150.952	+39.476s
11	Alex De Angelis	San Carlo Honda Gresini	46m54.395s	149.781	+1m01.306s
12	Toni Elias	Alice Team	46m56.956s	149.645	+1m03.867s
13	Marco Melandri	Ducati Team	47m02.614s	149.345	+1m09.525s
14	Sylvain Guintoli	Alice Team	47m02.723s	149.340	+1m09.634s
15	Randy De Puniet	LCR Honda MotoGP	47m04.631s	149.239	+1m11.542s
16	Anthony West	Kawasaki Racing Team	47m16.718s	148.603	+1m23.629s
NC	Nicky Hayden	Repsol Honda Team	26m23.675s		12 Laps
NC	Andrea Dovizioso	JiR Team Scot MotoGP	24m43.870s		13 Laps

Bridgestone Motorsport Round-Up

F1 McLaren Mercedes' Lewis Hamilton won the Singapore Grand Prix on Sunday 27 September, finishing ahead of Timo Glock and Fernando Alonso. With three races remaining, the next of which is in Bridgestone's home if Japan, Jenson Button still leads the championship ahead of Brawn GP teammate Rubens Barrichello, separated by 15 points.

GP2 The GP2 Series season finale was held at Portimau, Portugal on 20 September. Nico Hulkenberg took his fifth win of the season in the first race and Luca Fillippi took his first in race two. Hulkenberg was crowned 2009 champion, finishing 25 points ahead of Vitaly Petrov with Lucas di Grassi in third.

INDYCAR Scott Dixon won the Bridgestone Indy Japan 300 on 19 September to take a five point lead over Dario Franchitti, who in turn is three ahead of Ryan Briscoe. The championship will come down to the final round of the championship at Homestead-Miami Speedway on 10 October.

Bridgestone Corporation Motorsport UK
Hurricane Way, Axis Park, Langley, Slough, Berkshire SL3 8AG, UK.
Tel: +44 1753 589200 **Fax:** +44 1753 589201

Tom Tremayne - Press Officer
Email: tomt@bsmotorsport.com **Mob:** +44 7590 265120

www.bridgestonemotorsport.com

Printed on recycled paper

This sheet is available for download at: www.bridgestonemotorsportmedia.com