

August 21, 2008

Mr. Daniel Smith
Associate Administrator of Enforcement
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
West Building
Washington, DC 20590

Re: Notification of Noncompliance, P235/60R17, Bridgestone Dueler H/T 684 II, Amended

Dear Mr. Smith:

The following issue involves a technical non-compliance to a sidewall stamping requirement. These tires are structurally sound and do not contain any performance safety issues which would render them unsuitable for road use. Bridgestone Firestone North American Tire, LLC ("BFNT") provides the following information in accordance with 49 C.F.R. Section 573:

1. The manufacturer of the motor vehicle equipment in issue is Bridgestone Firestone North American Tire, LLC ("BFNT").
2. The tires included in the noncompliance are Bridgestone brand P235/60R17 DUELER H/T 684 II, produced in the Aiken County plant during the DOT weeks of 38, 39, 40, 41, and 42 in 2007.
3. BFNT estimates that 3,963 mismarked Bridgestone P235/60R17 DUELER H/T 684 II tires have been produced. 1,862 of these tires are under our control, and 2,101 have been sold in the replacement market.
4. The Bridgestone P235/60R17 DUELER H/T 684 II tires produced in the Aiken County plant were incorrectly marked; this incorrect marking is the noncompliance reported in this letter. The markings have been corrected beginning with DOT production week 4307.
5. The noncompliance leading to this notification is a mismarking of the sidewall:
One sidewall has the proper DOT Tire Identification Number (TIN) per FMVSS 571.139 S5.5; however, the other sidewall has a blank plug where the partial TIN should be found (see attached photographs). As of September 1, 2007, the partial TIN should have been included on the outlined white letter side of the tire.

6. BFNT plans to initiate a product recall through the retail stores operated by its affiliated company, BFS Retail & Commercial Operations, LLC (BFRC). Consumers in the United States can receive free replacements at any BFRC company-owned store (Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm) during the period beginning August 22, 2008 through November 30, 2008. Customers who have been identified as potential customers of the affected tires will be sent a letter with instructions regarding inspection and replacement of tires subject to this recall. These tires are under warranty. In the event that any of these tires were brought to our stores for this condition, the tires would have been replaced free of charge. Our records indicate that no consumers returned tires under this condition.
7. Copies of communication to customers and dealers are attached.
8. Recall Schedule will be provided as they are developed.

If you have any questions or require additional information, please contact me.

Sincerely,

David A. Arnold for Michael D. Kane (Mike D Kane)

Michael D. Kane
Vice President
Quality Assurance

cc: Mr. George Person
Office of Defects Investigation
Chief, Recall Analysis Division
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
West Building
Washington, DC 20590

BRIDGESTONE FIRESTONE NORTH AMERICAN TIRE, LLC

535 Marriott Drive
Nashville, Tennessee 37214-0990

August 22, 2008

TIRE RECALL NOTICE

Dear Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Bridgestone Firestone North American Tire, LLC ("BFNT") has determined that a small number of Bridgestone P235/60R17 Dueler H/T 684 II outlined white letter tires produced at our Aiken County, South Carolina facility failed to conform to section S5.5 of the Federal Motor Vehicle Safety Standard (FMVSS) No. 139 *New Pneumatic Radial Tires for Light Vehicles*. The tires were produced without some of the required sidewall stamping information. This new tire sidewall marking requirement became effective on September 1, 2007.

There is no performance safety issue with these tires. However NHTSA has decided that there is a safety issue that relates to sidewall markings of the tire. Although the tires have the full DOT Plant, Size and Option Code information on the black sidewall, the DOT Plant, Size and Option Code stamping that has been required since September 1, 2007 is missing on the Outlined White Letter side. Any tire produced prior to September 1, 2007 is not required to have this additional stamping.

You are receiving this letter because our records indicate that you have purchased tires that may be the subject of this tire recall campaign.

This campaign will expire on November 30, 2008, so it is important that you act as soon as possible, if your tires are covered by this recall campaign.

TIRE REPLACEMENT PROGRAM

BFNT is conducting a tire replacement program for certain Bridgestone P235/60R17 Dueler H/T 684 II outlined white letter tires manufactured at its Aiken County plant during the 38th through 42nd week of 2007 (September and October of 2007).

Any Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm store (collectively, "Firestone Store") will replace with new tires, any tire (including the spare tire) of the line and size covered by this campaign and which were manufactured during the relevant period. The Firestone Store will also mount and balance the replacement tires, ***all at no charge or expense to you***. The replacement tires will be Bridgestone P235/60R17 Dueler H/T 684 II tires.

DESCRIPTION OF TIRES COVERED AND HOW TO IDENTIFY THEM

There are many types, sizes, and applications for Bridgestone Dueler H/T tires. If you have Dueler H/T tires, you may examine them to determine if they are part of this program. In an effort to make this process more convenient, we invite you to take your vehicle to your nearest Firestone Store. Such an examination will be performed at no charge by any Firestone Store (Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm store) to determine if your tires are included in this program. Tires subject to this program can be identified by the following steps:

- (1) They are identified as “Dueler H/T 684 II”;
- (2) The following information is molded into the sidewall of the tire below the “Dueler H/T 684 II” marking near the rim: “P235/60R17 100S”.



(3) If the outlined white letter side of the tire is visible, look for the tire’s DOT Serial number. The serial number location is directly after the “DOT” symbol on the sidewall of the tire, just above the rim.

- If the serial number states “7X0UBD4”, your tire is not included in this recall and no further action is needed.
- If there is no serial information after the “DOT” symbol, please continue to step 4.

(4) Check the tires DOT serial number on the black sidewall. If the tire DOT serial number matches any of the following serial numbers,

7X0UBD4**3807**
7X0UBD4**3907**
7X0UBD4**4007**
7X0UBD4**4107**
7X0UBD4**4207**

your tire may be included in this recall. Please see the section titled *HOW TO HAVE YOUR TIRES REPLACED*.

(5) If the outlined white letter side of the tire is mounted to the inside, check the tires DOT serial number on the black sidewall. If the tire DOT serial number matches any of the following serial numbers,

7X0UBD43807

7X0UBD43907

7X0UBD44007

7X0UBD44107

7X0UBD44207

your tire may be included in this recall. Please see the section titled *HOW TO HAVE YOUR TIRES REPLACED*.

If you have difficulty identifying the DOT Serial number, please contact your local Firestone Store

If your tires meet all of the above conditions, they are covered by this recall. Please note that this recall does not apply to other types of Dueler tires or Dueler H/T tires where the DOT Serial number is different than the ones listed above.

PHOTO #1: SAMPLE DOT SERIAL NUMBER – RECALLED TIRE, BLACK SIDEWALL SIDE



PHOTO #2: SAMPLE MISSING DOT SERIAL NUMBER – RECALLED TIRE, OUTLINED WHITE LETTER SIDE



**PHOTO #3: SAMPLE OF A PROPERLY STAMPED/LABELED TIRE --
OUTLINED WHITE LETTER SIDE**



HOW TO HAVE YOUR TIRES REPLACED

If you have any questions about whether your tires are covered by this tire replacement campaign, contact any Firestone Store. To identify one of these stores near you, call 1-800-465-1904 or visit www.bridgestonetire.com.

If your tires are covered by this program, or if you need assistance in determining whether your tires are covered, contact any Firestone Store to schedule an appointment. Replacement tires are readily available. In the unlikely event that replacement tires are not available at the store you have contacted, tires will be ordered for you, and you will be notified when your replacement tires are in. Please take this letter and the reply card with you to the store.

IMPORTANT INFORMATION ABOUT TIRE SAFETY

We remind all consumers to maintain their tires properly, regardless of brand. Proper maintenance includes checking your air pressure at least once a month, rotating your tires, following all warnings and recommendations stated in your owner guide, and operating your vehicle safely.

If you detect irregular tread wear, noise or vibration in your tires, you should immediately have your tires checked by a qualified tire service facility.

EXPIRATION DATE

This campaign will expire on November 30, 2008, so it is important that you act as soon as possible, if your tires are covered by this recall campaign.

PROBLEMS OR CONCERNS

If you have any problems or concerns about this recall campaign, or if your local Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm store does not make the necessary replacements free of charge, please contact our replacement hotline at 1-800-465-1904. You may also contact the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, DC 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or visit the website: <http://www.safercar.gov>.

We regret the inconvenience that this campaign may cause you, but we are certain you will understand our interest in your safety.

Very truly yours,
Bridgestone Firestone North American Tire, LLC

TIRE RECALL NOTICE!

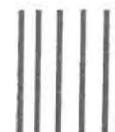
PLEASE READ THE ENCLOSED LETTER OF INSTRUCTIONS BEFORE MAILING.

FILL-IN THE INFORMATION REQUESTED AND DROP THIS CARD IN THE MAIL TO RECORD THAT YOUR TIRES HAVE BEEN PROPERLY HANDLED

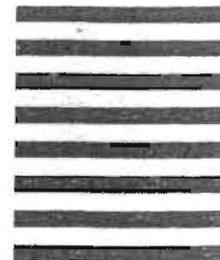
NO POSTAGE IS NECESSARY.

PLEASE DO IT SOON! THIS WILL AVOID THE NECESSITY AND INCONVENIENCE OF FOLLOW-UP LETTERS.

DETACH THIS STUB BEFORE MAILING.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 7152 NASHVILLE TN

POSTAGE WILL BE PAID BY ADDRESSEE

BRIDGESTONE DUELER TIRE REGISTRATION CENTER
PO BOX 1610
AKRON OH 44398-6093



TIRE RECALL NOTICE REPLY CARD

PLEASE ONE OF THE FOLLOWING:

NAME & ADDRESS OF RETAILER WHERE TIRE WAS REPLACED:

Tire Replaced, number of tires replaced (circle)
1 2 3 4 5

Retailer Name _____

Tire inspected, no replacement necessary

Retailer Address _____

Vehicle has been sold

City _____ State _____ Zip _____

Other - Explain _____

CUSTOMER SIGNATURE: _____

DATE: _____



DETACH THIS STUB BEFORE MAILING

Bridgestone Firestone North American Tire, LLC

535 Marriott Dr.
P.O. Box 140990
Nashville, Tennessee 37214

August 22, 2008

To: Bridgestone Dealers

Subject: P235/60R17 Dueler H/T 684 II OWL Recall

Bridgestone Firestone North American Tire, LLC (BFNT) will initiate a recall of 2,101 Bridgestone Dueler H/T 684 II OWL, P235/60R17 tires that did not meet the sidewall stamping (labeling) requirement of the Federal Motor Vehicle Safety Standard (FMVSS) No. 139 *New Pneumatic Radial Tires for Light Vehicles*.

BFS Retail & Commercial Operations, LLC (BFRC) store locations will administer the tire inspection and, if necessary, tire replacement at no charge to the customer through November 30, 2008. If there are no BFRC locations in your area, or the customer requires you to service them, please call the Technical Service Hotline number in your area for instructions to process the recall. The phone number is 1-800-847-3272.

I. REASON FOR THE RECALL

BFNT has determined that 2,101 Dueler H/T 684 II OWL tires produced at the Aiken County, SC plant do not meet the labeling requirement of FMVSS No.139 *New Pneumatic Radial Tires for Light Vehicles*. There is no performance safety issue with this tire; however, NHTSA has decided that there is a safety issue in regards to sidewall markings of the tire. The 2,101 tires are missing the DOT Plant, Size and Option Code stamping that is required to be found on the Outline White Letter (OWL) side of the tire after September 1, 2007. Any tire produced prior to September 1, 2007 is not required to have this additional DOT stamping. The missing sidewall letter stamping was discovered by inspection and was corrected during the 43rd week of 2007.

<u>Description</u>	<u>Tire</u>	<u>Replacement Article No.</u>	<u>DOT Serial Numbers</u>
Dueler H/T 684II OWL	P235/60R17	060-971	7X0UBD43807 7X0UBD43907 7X0UBD44007 7X0UBD44107 7X0UBD44207

II. ACTION REQUIRED BY BRIDGESTONE DEALERS

- 1) If you have not already done so, verify your current NEW tire inventory. If you have tires that meet the above description and match the EXACT DOT serial numbers shown above, please return the tires to your servicing BFNT distribution center. Please contact Inventory Services and request that a RGA (Return Goods Authorization) be issued.

For your assistance in identifying a tire which is subject to this campaign, we have included the photographs found below. The first photograph below shows the DOT lettering and stamping of a sample recalled tire on the black sidewall side. The second photograph shows how the Outline White Letter (or OWL) side of a tire subject to this campaign would appear. Note that there are blanks following the "DOT" symbol on the OWL side. Finally, the third photograph below is an example of a tire that is properly stamped/labeled on the OWL side. FEDERAL LAW PROHIBITS THE REUSE OR RESALE OF RECALLED TIRES, AND VIOLATORS ARE SUBJECT TO FINES OF UP TO \$100,000 PER TIRE.

- 2) Customers who have been identified as potential purchasers of the affected tires will be issued a letter requesting that the owner check all tires fitting the above description in order to confirm that the DOT serial numbers are missing on the OWL side of the tire. The customer will also be instructed to examine the black sidewall side of the tire to determine if any tire has the exact DOT serial number designation of a tire subject to this campaign. If the customer is unable to identify if the tires are part of this campaign, the customer will be instructed to check the telephone yellow pages under "Firestone Complete Auto Care", "Firestone Tire and Service Centers", "ExpertTire", "TiresPlus", "Hibdon TiresPlus", "Wheel Works", or "Firestone Commercial & Farm Store" for BFRC locations. In addition, the customer may use the web-based store locator www.bridgestonetire.com or call the Replacement Hotline at 1-800-465-1904 for assistance in locating a BFRC store. The letter will explain that the store will help the customer determine if his tires are subject to this campaign. If a customer arrives at your location requesting assistance with this campaign, please refer them to the nearest BFRC location. If there are no BFRC locations in your area, or the customer requires you to service them, please call the Technical Service Hotline number in your area for instructions to process the recall. The phone number is 1-800-847-3272.

PHOTO #1: SAMPLE DOT SERIAL NUMBER – RECALLED TIRE, BLACK SIDEWALL SIDE



PHOTO #2: SAMPLE MISSING DOT SERIAL NUMBER – RECALLED TIRE, OUTLINED WHITE LETTER SIDE

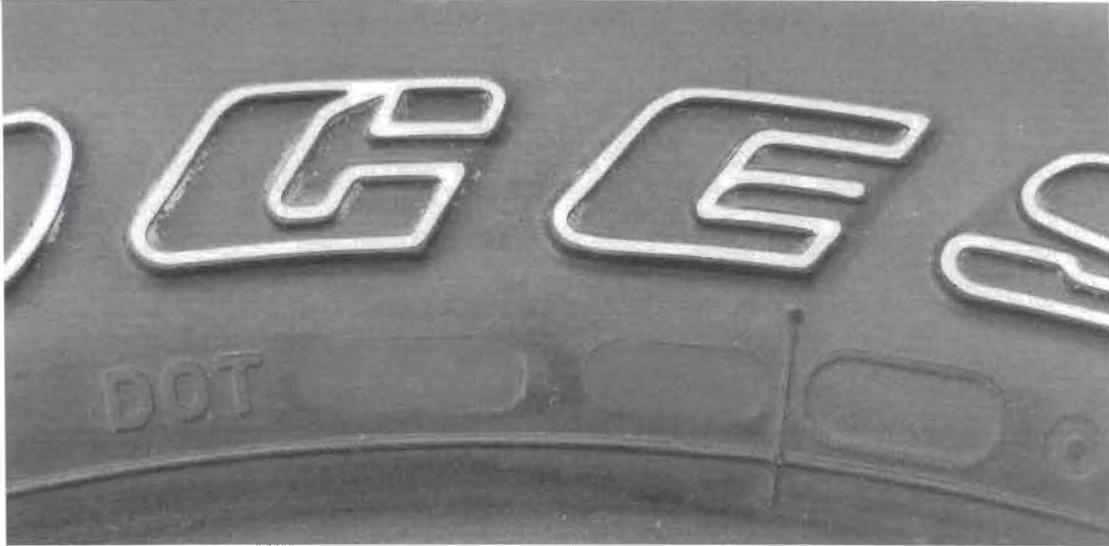
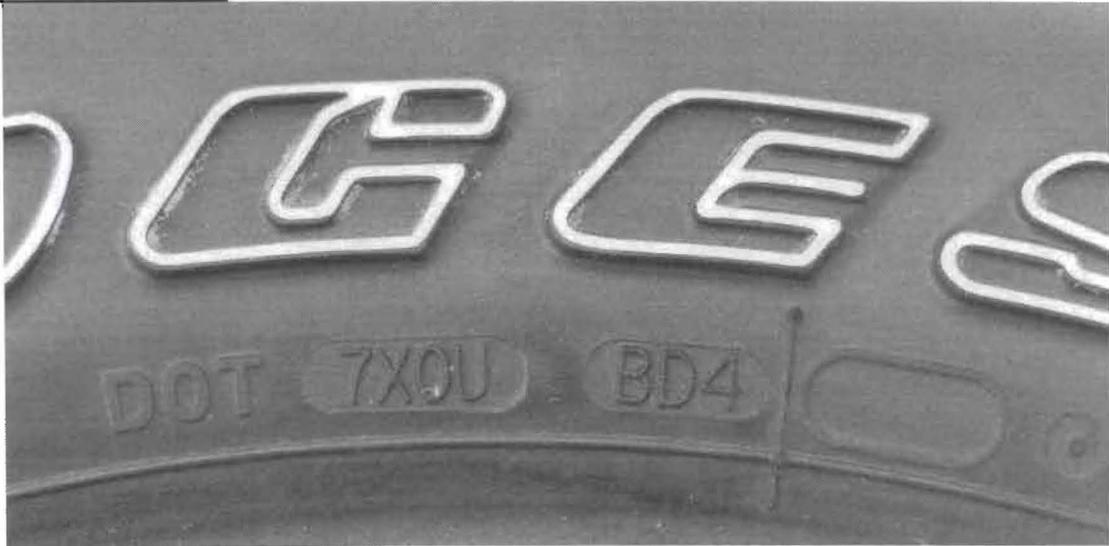


PHOTO #3: SAMPLE OF A PROPERLY STAMPED/LABELED TIRE -- OUTLINED WHITE LETTER SIDE



Very truly yours,

A handwritten signature in cursive script that reads "John Baratta".

John Baratta
President, Consumer Replacement Tire
Bridgestone Firestone North American Tire, LLC

Bridgestone Firestone North American Tire, LLC

535 Marriott Dr.
P.O. Box 140990
Nashville, Tennessee 37214

August 22, 2008

To: BFRC Store Managers

Subject: P235/60R17 Dueler H/T 684 II OWL Recall

Bridgestone Firestone North American Tire, LLC (BFNT) will initiate a recall of 2,101 Bridgestone Dueler H/T 684 II OWL, P235/60R17 tires that did not meet the sidewall stamping (labeling) requirement of the Federal Motor Vehicle Safety Standard (FMVSS) No. 139 *New Pneumatic Radial Tires for Light Vehicles*.

BFS Retail & Commercial Operations, LLC store locations will administer the tire inspection and, if necessary, tire replacement at no charge to the customer through November 30, 2008.

I. REASON FOR THE RECALL

BFNT has determined that 2,101 Dueler H/T 684 II OWL tires produced at the Aiken County, SC plant do not meet the labeling requirement of FMVSS No.139 *New Pneumatic Radial Tires for Light Vehicles*. There is no performance safety issue with this tire; however, NHTSA has decided that there is a safety issue in regards to sidewall markings of the tire. The 2,101 tires are missing the DOT Plant, Size and Option Code stamping that is required to be found on the Outline White Letter (OWL) side of the tire after September 1, 2007. Any tire produced prior to September 1, 2007 is not required to have this additional DOT stamping. The missing sidewall letter stamping was discovered by inspection and was corrected during the 43rd week of 2007.

<u>Description</u>	<u>Tire</u>	<u>Replacement Article</u>	<u>DOT Serial Numbers</u>
Dueler H/T 684II OWL	P235/60R17	<u>No.</u> 060-971	7X0UBD43807 7X0UBD43907 7X0UBD44007 7X0UBD44107 7X0UBD44207

II. SERVICE ACTION REQUIRED BY BFRC STORES

- 1) If you have not already done so, verify your current NEW tire inventory. If you have tires that meet the above description and match the EXACT DOT serial numbers shown above, please return the tires to your servicing BFNT distribution center. Please contact Inventory Services and request that a RGA (Return Goods Authorization) be issued.

For your assistance in identifying a tire which is subject to this campaign, we have included the photographs found below. The first photograph below shows the DOT

lettering and stamping of a sample recalled tire on the black sidewall side. The second photograph shows how the Outline White Letter (or OWL) side of a tire subject to this campaign would appear. Note that there are blanks following the "DOT" symbol on the OWL side. Finally, the third photograph below is an example of a tire that is properly stamped/labeled on the OWL side. FEDERAL LAW PROHIBITS THE REUSE OR RESALE OF RECALLED TIRES, AND VIOLATORS ARE SUBJECT TO FINES OF UP TO \$100,000 PER TIRE.

- 2) Customers who have been identified as potential purchasers of the affected tires will be issued a letter requesting that the owner check all tires fitting the above description in order to confirm that the DOT serial numbers are missing on the OWL side of the tire. The customer will also be instructed to examine the black sidewall side of the tire to determine if any tire has the exact DOT serial number designation of a tire subject to this campaign. If the customer is unable to identify if the tires are part of this campaign, the customer will be instructed to check the telephone yellow pages under "Firestone Complete Auto Care", "Firestone Tire and Service Centers", "ExpertTire", "TiresPlus", "Hibdon TiresPlus", "Wheel Works", or "Firestone Commercial & Farm Store" for BFRC locations. In addition, the customer may use the web-based store locator www.bridgestonetire.com or call the Replacement Hotline at 1-800-465-1904 for assistance in locating a BFRC store. The letter will explain that the store will help the customer determine if his tires are subject to this campaign.
- 3) Customers who visit a store location in connection with this campaign must have all tires (including the spare) inspected to confirm whether or not the DOT serial numbers are an exact match as indicated above. Please make sure to closely check each tire.
 - A. If the DOT serial numbers do not exactly match one of the 5 shown above, the tires are not a part of this recall.
 - B. For those tires where the DOT serial number exactly matches one of the 5 shown above, the tires are part of this recall and they must be replaced immediately.
- 4) There is no performance safety issue with 2,101 tires that are subject to this campaign; however, NHTSA has decided that there is a safety issue in regards to sidewall markings of the tire. These tires are being recalled because they are missing the required DOT stamping on the OWL sidewall of this tire. This is a relatively new regulatory requirement that became mandatory for tires produced after September 1, 2007. The tires which are subject to this campaign represent 5 DOT weeks of production of this line at the Aiken County plant.
- 5) BFNT has stated that the tire will be replaced at no charge to the customer during the period beginning August 22, 2008 through November 30, 2008.

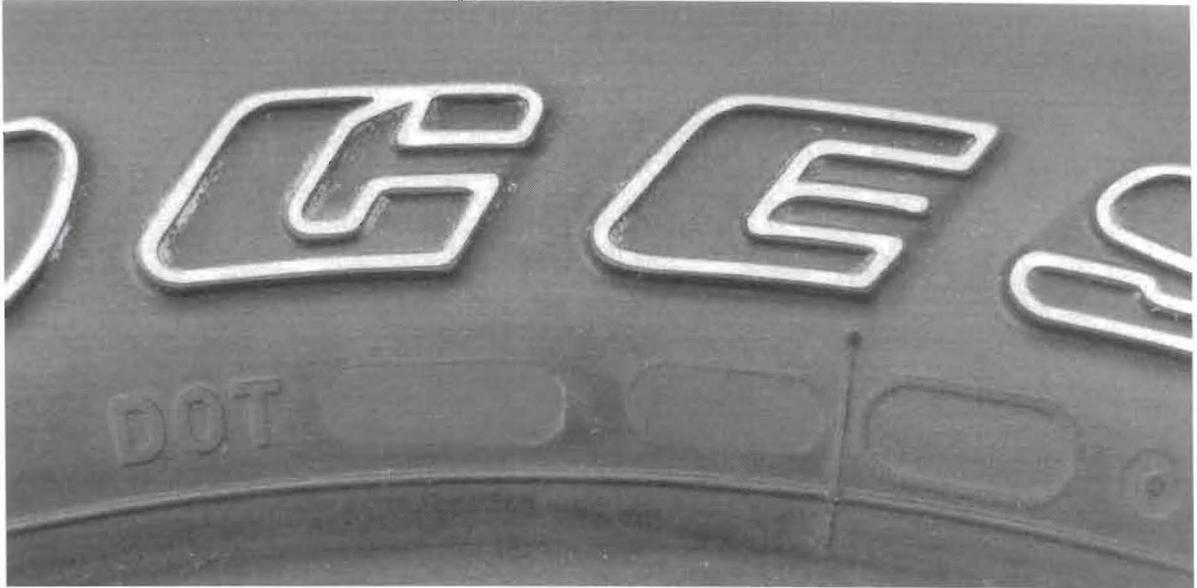
III. PROCEDURE FOR TIRES REMOVED FROM SERVICE

- All Dueler H/T 684 II P235/60R17 Outlined White Letter (OWL) tires removed from service under this program must be rendered unserviceable within 24 hours, per NHTSA regulations. “Unserviceable” means the tires must not be capable of holding air. Accordingly, a hole must be drilled in the sidewall of the tire or it must be disabled in another comparable fashion.
- Tires which are subject to this campaign will be replaced at no charge to the customer through November 30, 2008.
- As these tires are less than 1 year old, we do not think there will be an issue with respect to worn tires and new tires on other wheel positions. With respect to cross axle replacement or for an all-wheel-drive vehicle, please follow the vehicle owner’s manual recommendations for worn tire replacement.
- The tires will be processed as N/C tire adjustment using RECALL as the reason for adjustment in the POS system.
- All normal tire warranty adjustment procedures used at your store will also apply to any tires replaced under this recall.
- The customer should have received a postage paid Tire Recall Notice Reply Card in the customer letter that was mailed by BFNT. If the customer has that card, please complete the card and mail it for the customer.

PHOTO #1: SAMPLE DOT SERIAL NUMBER – RECALLED TIRE, BLACK SIDEWALL SIDE



PHOTO #2: SAMPLE MISSING DOT SERIAL NUMBER – RECALLED TIRE, OUTLINED WHITE LETTER SIDE



**PHOTO #3: SAMPLE OF A PROPERLY STAMPED/LABELED TIRE --
OUTLINED WHITE LETTER SIDE**



Thank you in advance for your assistance and cooperation in connection with this campaign. If you have any questions, please call your District Manager or Gregg Chalecki at (639)259-9221.