

**BRIDGESTONE FIRESTONE NORTH AMERICAN TIRE, LLC**

535 Marriott Drive  
Nashville, Tennessee 37214-0990

September 2, 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 decided 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 38<sup>th</sup> through 42<sup>nd</sup> 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 the 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,

**7X0UBD43807**

**7X0UBD43907**

**7X0UBD44007**

**7X0UBD44107**

**7X0UBD44207**

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.

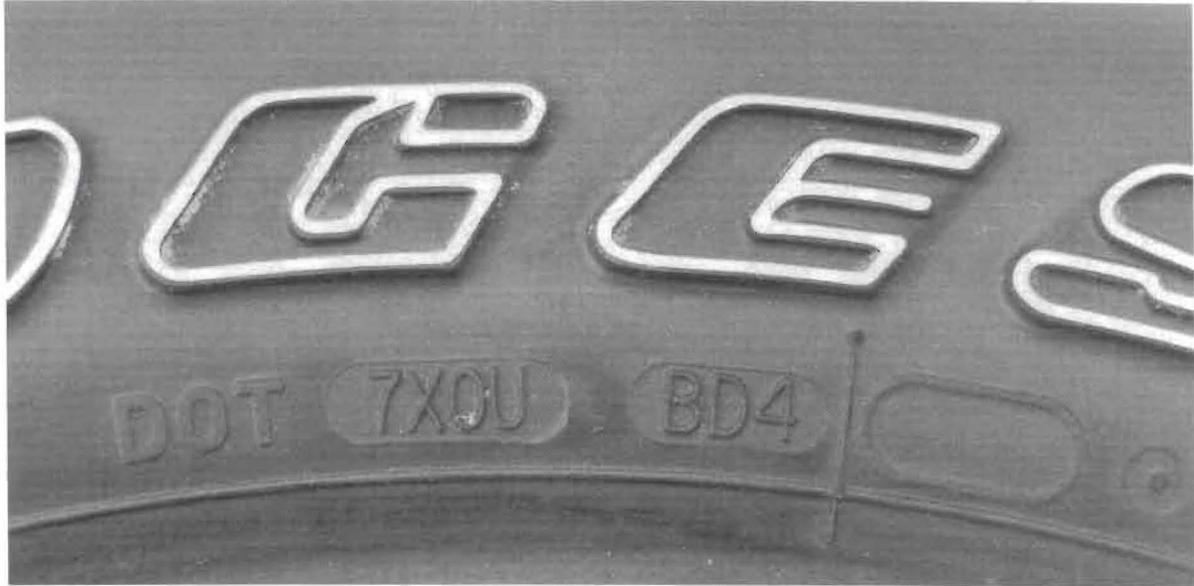
**PHOTO #1: SAMPLE DOT SERIAL NUMBER – RECALLED TIRE, BLACK SIDEWALL SIDE**



**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](http://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

Tire inspected, no replacement necessary

Vehicle has been sold

Other - Explain \_\_\_\_\_

Retailer Name \_\_\_\_\_

Retailer Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

CUSTOMER SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_



DETACH THIS STUB BEFORE MAILING