

**FOR IMMEDIATE RELEASE**  
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## **BRIDGESTONE FIRESTONE ANNOUNCES TIRE CAMPAIGN**

**NASHVILLE, Tenn. (Aug. 22, 2008)** – Bridgestone Firestone North American Tire, LLC (BFNT) today announced that it is initiating a recall campaign in the United States to replace approximately 2,100 Bridgestone Dueler H/T 684 II tires in size P235/60R17 that were not properly marked on the outlined white letter (“OWL”) side of the tire. These tires do not have any structural or performance safety issues. The subject tires were manufactured at BFNT’s Aiken County, SC plant during the months of September and October, 2007 and were intended for sale in the replacement tire market primarily through BFNT’s channel of independent dealers as well as the retail stores operated by its affiliated company, BFS Retail & Commercial Operations, LLC (BFRC).

Consumers in the United States can receive free replacement tires through any BFRC company-owned stores: Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm. Recalled tires will be replaced with new Bridgestone Dueler H/T 684 II tires.

The tires which are the subject of this campaign are structurally sound and do not contain any safety issues which would render them unsuitable for road use, however, they do not meet the sidewall stamping (labeling) requirement of the Federal Motor Vehicle Safety Standard (FMVSS) No. 139 *New Pneumatic Radial Tires for Light Vehicles*. The requirement that DOT stamping be found on both sidewalls of a passenger tire became effective September 1, 2007. The tires which are the subject of this campaign were manufactured at the Aiken County plant in September and October, 2007 without the required stamping on the outlined white letter side of the tire. Tires of the same size and line manufactured at other BFNT plants and those manufactured at the Aiken County plant prior to September 1, 2007 and subsequent to October, 2007 are not included in this campaign.

**-more-**

## 2-2-2-2

- **Tires Included in this campaign:** Only those Dueler H/T 684II tires in size P235/60R17 with the following DOT serial numbers stamped on the black sidewall of the tire:

7X0UBD4**3807**

7X0UBD4**3907**

7X0UBD4**4007**

7X0UBD4**4107**

7X0UBD4**4207**

- **Consumer toll-free hotline:** For questions and additional information about how to identify the tires covered under this program and where to get free replacements, consumers may contact BFNT toll free at: 1-800-465-1904.
- **Notification letter:** Every effort will be made to identify customers who have purchased tires covered by this program in order to advise them of the campaign by mail. However, consumers need not wait to receive a letter in order to have the tires inspected, and if they are a part of this action, replaced. Consumers in the United States can visit any BFRC company-owned location to determine if the tires are subject to the campaign. Authorized replacement tire locations are Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or Firestone Commercial & Farm.
- **Web site:** Information about how to identify and replace the tires covered by this campaign as well as frequently asked questions can be found at [www.bridgestonetire.com](http://www.bridgestonetire.com).

### **About Bridgestone Firestone North American Tire, LLC:**

*Nashville, Tenn.-based Bridgestone Firestone North American Tire, LLC is a subsidiary of Bridgestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BFNT develops, manufactures, and markets Bridgestone, Firestone, Dayton and associate brand tires. The company is focused on wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, motorcycle, off-road, agricultural and other tires to its customers in North America. In addition, through its industry-leading Bandag brand, BFNT develops, manufacturers, markets and sells retreading materials and equipment.*

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