

BRIDGESTONE FIRESTONE NORTH AMERICAN TIRE, LLC

535 Marriott Drive
Nashville, Tennessee 37214-0990

October 29, 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 defect which relates to motor vehicle safety exists in 26,941 LeMans Brand P235/75R15 Champion SE tires imported by it and produced at Bridgestone Firestone de Costa Rica, S.A. (“BFCR”), at that company’s San Jose facility.

You are receiving this letter because our records indicate that you have purchased tires that may be the subject of this tire recall campaign. Continued use of the subject tires may lead to vibration and groove cracking. Extended use could lead to tread distortion or tread separation and loss of vehicle control.

This campaign will expire on March 31, 2009, 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 LeMans P235/75R15 Champion SE tires manufactured at the BFCR San Jose plant beginning the 23rd week of 2006 through the 35th week of 2006 (June 2006 through August 2006).

Any Firestone independent tire dealer or Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or, Commercial & Farm store will replace with new tires, any tire (including the spare tire) of the line and size covered by this. The Firestone independent tire dealer or Firestone Store will also mount and balance the replacement tires, *all at no charge or expense to you*. The replacement tires will be a similar P235/75R15 size.

DESCRIPTION OF TIRES COVERED AND HOW TO IDENTIFY THEM

There are many types and sizes of, and applications for LeMans Champion SE tires. If you have Champion SE tires, you may examine them to determine if they are part of this program. If you prefer to have a tire expert inspect your tires, we invite you to take your vehicle to your nearest Firestone independent tire dealer or Firestone Complete Auto Care, ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, or, Commercial & Farm (each a “Firestone Store”) 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 “Champion SE”;



- (2) The following information is molded into the sidewall of the tire below the “Champion SE” marking near the rim: “P235/75R15 105S”. If any other size, such as P20575R15 is marked on the sidewall, your tire is not included in this recall.



- (3) 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. Check the full 11-character DOT serial number on the tire’s sidewall. If it falls within the following range,

WBHL LC0 **2306** through and including WBHL LC0 **3506**



the tire is included in the recall.

The last four digits of the 11 character DOT serial number represent the week (01 to 53), and year (00 to 99) that the tire was produced.

If the tire has a partial DOT serial number that appears:

WBHL LC0

the tire may be included in this recall. You must either look at the opposite sidewall to confirm that the full DOT serial number is within the range above or have a tire professional confirm the full DOT serial number.

(4) If the white stripe 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,

WBHL LC0 **2306** through and including WBHL LC0 **3506**

the tire is included in the recall.

If the tire has a partial DOT serial number that appears:

WBHL LC0

the tire may be included in this recall. If you have difficulty identifying the DOT Serial number, please contact your local Firestone independent tire dealer or Firestone Store. You must either look at the opposite sidewall to confirm that the full DOT serial number is within the range above or have a tire professional confirm the full DOT serial number.

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 Champion SE tires of different sizes or where the DOT Serial number is different than the ones listed above.

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

If your tires are covered by this program, or if you need assistance in determining whether your tires are covered, contact any Firestone independent tire dealer or 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.

REIMBURSEMENT

If you have replaced a tire that you believe may be covered by this safety campaign at your own expense you *may* be entitled to reimbursement. BFNT will process requests for reimbursement only under the following circumstances:

- You visited a Firestone retailer and you received a pro-rated warranty adjustment (meaning that you paid for only a portion of the cost to have your tire replaced). No requests will be considered if you replaced the tire at a location other than a Firestone retailer.
- You have one of the following items:
 - a “Bridgestone Firestone Limited Warranty Form;”
 - a “Firestone Complete Auto Care Invoice” reflecting “Warranty Tire Information” in the body of the invoice or showing a discounted tire sales price; or
 - an invoice from any of the following stores reflecting a discounted tire sales price: ExpertTire, TiresPlus, Hibdon TiresPlus, Wheel Works, GCR or Firestone Commercial & Farm.

The form or invoice must also identify the tire that was subject to the warranty adjustment. No reimbursements can be processed without the above referenced form or invoice and the amount of your reimbursement will be limited to the amount paid by you and reflected on the form or invoice.

- Reimbursements are limited to situations where you paid a portion of the total price of a tire pursuant to a pro-rated warranty adjustment. No reimbursements will be made if your tire was replaced at no charge, nor is there compensation for tires that have been replaced due to puncture, impact damage or other conditions resulting from misuse.

If you believe you are entitled to reimbursement and you have satisfied the conditions identified above, please call BFNT at 1-800-465-1904 for instructions on how to initiate your request for reimbursement.

EXPIRATION DATE

This campaign will expire on March 31, 2009, 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 retailer 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