

## **Bridgestone Americas Tire Operations, LLC Extends Tire Recall**

**NASHVILLE, Tenn. (June 30, 2009)** – Bridgestone Americas Tire Operations, LLC (BATO) today announced that it's expanding the recall it announced in October 2008 to include additional Firestone brand FR380 P235/75 R15 tires that were manufactured by Bridgestone de Costa Rica, S.A. (BSCR) at its San Jose Plant in 2007 and 2008. BATO estimates that about 127,000 Firestone FR380 tires from the additional production weeks have been sold in the U.S. replacement market. It is also possible that a small number of these tires from the additional production weeks may have been sold in the Canadian replacement market.

Although no property damage or personal injury claims have been reported with respect to the tires included in the initial recall or this extended action, the tires fail to meet the company's internal standards and will be replaced for consumers free of charge. Specifically, the subject tires were produced with insufficient tread base gauge and continued use of these tires may lead to vibration and groove cracking. Extended use could potentially lead to tread distortion or tread separation and possible loss of control. BATO is committed to quality and safety and urges consumers to get these tires replaced.

### **Specifics of the recall are as follows:**

The initial recall covered approximately 135,000 Firestone FR380 tires in size P235/75 R15 that were produced from the 23rd week in 2006 (June 2006) through the 35th week in 2007 (August 2007). The field action has been extended to include Firestone FR380 tires of the same size produced during the 36th week in 2007 (September 2007) through the 30th week in 2008 (July 2008).

- **Tires included in this field action:** Only those Firestone FR380 tires in size P235/75R15 with the tire DOT number that matches any of the following serial numbers stamped on the sidewall of the tire:

**WBHL 380 3607 through and including WBHL 380 3008**

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

**WBHL 380**

the tire may be included in this recall. Consumers should 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.

Consumers who have questions or who would like additional information about how to identify the tires covered under this program and where to get free replacements may contact BATO toll free at: 1-800-465-1904. In addition, every effort will be made to identify customers who have purchased tires covered by this recall in order to advise them of the program by mail. However, consumers don't need to wait to receive a letter to take action. Consumers in the U.S. can visit any participating independent Firestone tire dealer or company-owned location (Firestone

Complete Auto Care, ExpertTire, Tires Plus, HibdonTires Plus, Wheel Works or Commercial & Farm stores, collectively “Firestone Store”) to have their tires inspected to determine if they are covered in the recall and have them replaced. The Firestone independent tire dealer or Firestone Store will replace with new tires, any tire (including the spare tire) of the line and size covered by this program and also mount and balance the replacement tires at no charge to consumers. The replacement tires will be a similar P235/75R15 size. Consumers in Canada can visit any Firestone independent tire dealer to have the tires replaced.

Information about how to identify and replace the tires covered by the recall as well as frequently asked questions can be found at [www.firestonetire.com](http://www.firestonetire.com). This campaign will expire on October 31, 2009, so it is important that consumers act as soon as possible if their tires are covered by this program.

**About Bridgestone Americas Tire Operations:**

Nashville, Tenn.-based Bridgestone Americas Tire Operations (BATO) is a business unit of Bridgestone Americas, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. Reporting into the BATO business unit are the company's Latin American tire operations, the U.S. and Canadian consumer tire businesses and the U.S. and Canadian commercial tire businesses. BATO develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The business unit is focused on retail, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, motorcycle, agricultural and other tires to its customers in the Americas. In addition, through its Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.