

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.

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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.

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”.

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(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*.

4-4-4-4

'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

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5-5-5-5



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.

[Find the Nearest Participating Retailer](#)

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