

Bridgestone Firestone Announces Tire Recall

Voluntary field action related to tires with no reported property damage claims, accidents or injuries

NASHVILLE, Tenn. (Oct. 29, 2008) – Bridgestone Firestone North American Tire, LLC (BFNT) and Bridgestone Firestone Canada Inc. today announced they are initiating a voluntary field action in the United States and Canada to replace approximately 135,000 Firestone brand FR380 P235/75 R15 tires that were imported into the U.S. and Canada. As part of this program, BFNT will also replace approximately 27,000 LeMans Champion SE P235/75 R15 tires that were imported into the U.S. (not sold in Canada). The tires covered under this program were manufactured by Bridgestone Firestone de Costa Rica, S.A. (BFCR) at that company's San Jose facility. Although no property damage or personal injury claims have been reported with respect to these tires, they fail to meet the companies' 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.

DESCRIPTION OF TIRES COVERED AND HOW TO IDENTIFY THEM

Firestone FR380

There are many types and sizes of and applications for Firestone FR380 tires. If you have FR380 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 independent Firestone tire dealer or Firestone Complete Auto Care, ExpertTire, Tires Plus, Hibdon Tires Plus, 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 "FR380";



(2) The following information is molded into the sidewall of the tire below the "FR380" 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 380 **2306** through and including WBHL 380 **3507**

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 380 or WBUL 380

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 380 **2306** through and including WBHL 380 **3507**

the tire is included in the recall.

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

WBHL 380 or WBUL 380

the tire may be included in this recall. If you have difficulty identifying the DOT Serial number, please contact your local independent Firestone 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 FR380 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 independent Firestone 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 independent Firestone 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, Tires Plus, Hibdon Tires Plus, 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 Web site:

<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.

LeMans Champion SE

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 independent Firestone tire dealer or Firestone Complete Auto Care, ExpertTire, Tires Plus, Hibdon Tires Plus, 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, the tire is included in the recall:

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



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,

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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.

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