Summer is the time of year when families take to the open road. But before your customers hit the highway, remind them to take a few safety precautions to ensure a carefree trip.

**Check the air pressure in the spare tire**

According to a recent study by the Rubber Manufacturers Association (RMA), 71 percent of drivers do not check the tire pressure in their spare tire. A survey conducted by the sales engineers at Bridgestone Firestone North American Tire, LLC revealed that of 74 spare tires, only one tire was properly inflated and the average tire pressure was less than 50 percent of that recommended for the spare.

“When it comes to tire care, many people are not performing the most basic maintenance techniques,” said Trisha Hessinger, national spokeswoman for Firestone Tire & Service Centers. “Certainly maintaining the four visible tires on your vehicle makes a lot of sense, but what if you need that spare? Typically the spare is the tire you need to depend on in a pinch, but if you never check the air pressure, it may not perform at the crucial moment when you need it most. Keeping tires properly inflated also aids in getting the most gas mileage – with fuel prices at all-time highs, this could be a great cost savings.”

Tires can lose one psi each month because of air permeation. It helps to think of a tire as a balloon — after time, the air in a balloon will drop as air leaks through the balloon’s surface. Air will dissipate through a tire in the same way. It is also important to note that with the change in seasons, there is often a change in temperature — for every 10 degree (F) drop in ambient temperature, a tire can lose one psi. And it’s the air that carries the load, so less air pressure means less load-carrying capacity.

How do you check your tire pressure? Typically you can find the correct inflation pressure for original vehicle tires on a sticker in the driver’s side door jamb, in the glove compartment or in the vehicle owner’s manual. Be certain to check the tire pressure with a good tire gauge when the tire is cold.

**Try the penny test**

The Lincoln penny test has become a tried-and-true method of determining when it’s time to get new tires. The procedure is as simple as placing a penny in the tread and using Abe Lincoln’s likeness as your guide.

Here’s the three-step “penny test”:  
1. Take a penny and pinch Abe’s body between your thumb and forefinger.  
2. Put Lincoln’s head into one of the grooves on the tread. Select a point on your tire where tread appears the lowest.  
3. If any part of Abe Lincoln’s head is obscured by the tread, you’re driving with the legal and safe amount of tread. If you can see above his head, where it says “In God We Trust,” take a hint: you’re ready for a new tire.

Why worry about tread depth? If your tread gets below 2/32 of an inch, your car’s ability to grip the road in adverse conditions is greatly reduced, and the Department of Transportation regulations say the tires should be removed from service.

For more information on quick and easy ways to ensure proper tire maintenance, visit the Bridgestone Firestone tire safety Web site at www.tiresafety.com.
The last few months we have been racing "our hearts out" from Indy to CHAMP Car to Formula One, all in an effort to showcase our brands.

In May, our Firestone Firehawk tires continued their winning tradition on one of the most important stages in racing: the Indianapolis 500. Our collaboration and involvement with the Indy Racing League is not just about racing and winning; the Firestone brand is a valued partner with the IRL in marketing, advertising and promotional activities.

The Bridgestone brand has played a similar role as the exclusive tire for the Champ Car World Series. And in Formula One, through testing and enhanced technology, we are working hard to defend our seven consecutive championship titles.

It’s important to note that our racing is not just about beating the competition on the track; it’s about beating the competition in technology as well. Al Speyer, director of Motorsports, BFNT, once said, "Racing is the test center for our products, it is our laboratory for our future." Our success on the racetrack is not only inspiring — it creates great excitement among our dealers and motivation for our teammates.

The strength of our products and product development continues to be demonstrated each weekend on the racetrack and on the road as our racing teams and tire development engineers continue to meet or exceed the challenges set before them.

As we continue to rise to meet challenging situations, we are becoming a stronger company. Albert Einstein once said, "In the middle of difficulty lies opportunity." Keep that positive thought in your day to day operation and your opportunities will be endless.

Have a prosperous summer and as you see your customers, seize the moment to educate them on proper tire maintenance and inflation before they hit the road.

Safe travels,

Mark A. Emkes
The Firestone® Destination™ M/T from Bridgestone Firestone North American Tire, LLC is literally going the distance. The tires are featured on “Nyathi,” a custom-built 6x6 Land Rover, which is now halfway through a two-year, ‘round the world expedition.

Nyathi’s drivers, Michael Groves and Sandy Methven, designed the 6x6 Land Rover specifically for the trip. They selected Firestone Destination M/T tires, featuring UNI-T® technology, in size LT285/75R16.

“We are very pleased with the tires — it’s really nice to be genuinely enthusiastic when people ask us how they perform,” Groves stated in a recent log report. “I’m looking forward to the possibility of some good (bad!) rainy-season roads in Southeast Asia!”

Many people who were following the pair worried about the team during the tsunami. Fortunately, they emerged unscathed though a bit wet. “Even Nyathi suffered no damage — the wave barely wet the door sills,” Groves noted.

Groves has been documenting the performance of the Firestone Destination M/T through his online travel journal, providing real-life insight about the tire’s ruggedness and dependability.

The site, updated at local Internet cafes while the crew travels, documents the team’s preparation, planning and travels around the world. Divided into nine categories, each area provides an overview as well as in-depth information particular to that section.

To follow the adventures of Groves and Methven, and to find out where Nyathi is trekking next, view the online journal at www.expeditionoverland.com.

Bridgestone® Insignia™ SE20002™ tires will be the primary original equipment tire on the new 2006 Buick Lucerne CX. Bridgestone Firestone North American Tire, LLC (BFNT) will supply the luxury sedan with Insignia SE20002 tires in size P225/60R16 97S for the standard 16-inch wheels on the CX model.

“This new fitment is the result of a two-year development program in which we worked to create a unique Insignia SE20002 tread pattern for use on the Buick Lucerne,” said Michael Martini, president, original equipment consumer tire, BFNT. “The luxury touring attributes of the Insignia SE20002 make it ideal for the new Lucerne, and we are very pleased to continue gaining Bridgestone brand fitments on premium model nameplates.”

The revolutionary tread pattern on the Insignia SE20002 provides a quiet ride by utilizing proprietary computer-enhanced noise technologies that help minimize the tire’s second tread passage frequency. The Insignia SE20002 is balanced to provide optimum fuel economy while also delivering excellent ride and handling performance.
Student Wins Bridgestone/Firestone Canada Photo Contest

Marc Rimmer, a photography student at the Alberta College of Art & Design (ACAD) in Calgary, is the winner of the third annual Bridgestone Photo Contest sponsored by Bridgestone/Firestone Canada. Rimmer earned the top prize of $2,000 for submitting the best photo of all entries, and $1,500 as the ACAD winner.

Students from 12 Canadian colleges and universities with commercial photography programs, from Newfoundland to British Columbia, participated in this year’s competition. The panel of judges evaluated 355 creative and innovative photo submissions, which were intended to showcase new and different ways to look at these everyday objects.

“Tires have long been looked at as uncomplicated, round black necessities, and the goal of this contest was to shed a different light on them,” said Michael Sigillito, director, consumer tire marketing for Bridgestone/Firestone Canada. “Our intent with this contest was to showcase these tires in unique perspectives.”

The Bridgestone Photo Contest, inaugurated in 2002 to celebrate the creativity of Canadians enrolled in photography programs, evokes the same innovative spirit and passion for excellence that mirror one of Bridgestone’s core values: providing superior products with leading-edge technology. The student photographers combined their imagination with advancements in photographic equipment to produce works that were rooted in professionalism.

Contestants were required to submit photo entries depicting Bridgestone brand tires in a context beyond their natural environment and usage. The judges selected the top three winners from each of the participating institutions. Rimmer was awarded the grand prize after earning the most points among the 12 winners in the contest’s points-allocation system. His winning photo depicted a young lady wearing miniature Bridgestone tires as earrings.

All winning photos, including the previous years’ winners, can be viewed on the Bridgestone Photo Contest Web site at www.bridgestonephoto.com.

The winning entry in the 2002 contest — a Monarch butterfly fluttering on a tire — so impressed Bridgestone Americas Holding Inc., the parent of Bridgestone/Firestone Canada, that the photo has been used in a corporate advertisement in the United States.

Bridgestone Supplies Potenza RE050 Tires as Standard Equipment for Ferrari F430

New sports car is successor to 360 Modena

Bridgestone Corporation has begun supplying Bridgestone® Potenza™ RE050 tires for factory installation as standard equipment on the Ferrari F430. The F430, an ultra high-performance model powered with a 4.3-liter eight-cylinder engine, is the successor to Ferrari’s 360 Modena. Bridgestone supplies the Potenza RE050 tires in size 225/35ZR19 84Y for the front wheels and 285/35ZR19 99Y for the rear wheels.

The Potenza RE050 tires for the Ferrari F430 feature an asymmetrical, nondirectional tread pattern. Bridgestone has optimized the inner portion of the tread for wet-weather driving, especially important in Europe, and the outer portion of the tread is engineered to perform well on dry surfaces. The tires provide a superior combination of dry- and wet-weather performance, along with a quiet, comfortable ride for touring. Bridgestone supplies similar Potenza RE050 tires to the Enzo Ferrari, Superamerica and the 612 Scaglietti.

Ferrari’s selection of the Potenza RE050 tires is a testament to the legendary sports car manufacturer’s high regard for Bridgestone’s ultra high-performance tire technology.
Got a Flat? Bridgestone Run-Flat Tires Give Drivers Peace of Mind
Evaluate the rubber that meets the road

Whether it’s along the side of a congested highway or late at night on a lonely rain-soaked country road, not many situations cause a driver more concern than being stranded with a flat tire. The thought of leaving the safety of a vehicle when stranded in a hazardous or threatening area usually leaves drivers wishing for a better solution. Bridgestone® Run-Flat tires can help make these fears a thing of the past.

Bridgestone Run-Flat Tire Technology offers a sense of security by allowing drivers to travel up to 50 miles at 50 mph after loss of air. For the consumer, this is true peace of mind.

In a continuing effort to promote car care awareness and tire safety, the Bridgestone Run-Flat tire is one of the many products offered by Bridgestone designed to provide confident and safe mobility across the globe.

Bridgestone Run-Flat tires are based on a Self Supporting Run-Flat Tire (SSR) system. The SSR system employs a special rubber sidewall reinforcement that carries the weight of the vehicle and maintains the tire’s shape following deflation. Consumers may feel so little difference when the tire loses air that a Tire Pressure Monitoring System (TPMS) must be used with Run-Flat tires to notify the driver of an air loss.

Bridgestone is leading the industry not only because of its durability, but also because the tire, unlike some other Run-Flat concepts, is designed to be mounted on standard wheels and can be serviced with conventional tire changing equipment.

Additionally, consumers enjoy knowing that Bridgestone Run-Flat tires are supported by a network of nearly 3,600 retailers throughout the United States, each staffed with technicians trained and certified to service the company’s Run-Flat tires.

With the continuing refinement of Bridgestone’s Run-Flat technology, the tire is now positioned to provide its benefits to high-performance luxury vehicles as well as those in the mainstream market segments.

Run-Flat tires offer drivers the opportunity to get to a safe location to change or repair a tire when necessary. The use of a Run-Flat tire also eliminates the need for a spare, freeing up extra space and reducing vehicle weight for better fuel efficiency.

A Grassroots Success Story

Tire Wholesale Warehouse (TWW) kicked off its first grass-roots promotion of the year with the Bridgestone Firestone TireStarz “Win an ATV” promotion. All of TWW’s TireStarz dealers offered entry forms for the ATVs with purchases from the Firestone® Destination™ A/T tire line and the entire Bridgestone® Dueler™ line of tires. This incredibly successful promotion awarded two $3,500 Suzuki ATV grand prizes — one was awarded to a lucky TireStarz retail customer and the other to TWW TireStarz dealer Jayson Northcutt, owner of Madill Motor Sales in Madill, Okla.
Bridgestone Tires Have “the Look” and “the Ride”

Primax chooses Bridgestone tires to promote new line

To promote its new SportMax Racing™ line, the Primax Wheel Corporation in Rancho Cucamonga, Calif., set out to build a “super exotic” car. Primax chose the Acura NSX for its extraordinary look and reliability and Bridgestone® Potenza™ S-03 Pole Position tires for the same reasons.

“The Potenza S-03 tires are the best we’ve ever had,” said Michael Chu, marketing director, Primax. “The performance is amazing and the ride is very quiet and comfortable.”

Chu went on to explain that, thanks to 285/30ZR20 Bridgestone Potenza S-03 tires, Primax was able to build the NSX rear wheel well bigger and wider, giving the car an aggressive “wide body” appearance. Up front, Primax wrapped 225/40ZR18 tires around its new SportMax Racing wheels.

“The Acura’s custom-body kit was inspired by the JGTC GT500 NSX,” said Chu, referring to the All-Japan Grand Touring Car Championship, an annual race series authorized by the Japan Automobile Federation. “Putting Bridgestone tires and logos on the NSX made it look even more like a real race car. Most of the JGTC cars you see in Japan are sponsored by Bridgestone.”

Though it doesn’t run races, Primax’s project NSX has already won several awards, including:

- “1st Place: Best Engine” - Extreme Autofest (Pomona, Calif.) - November 2004
- “1st Place: Best Acura” - Showoff Classic (Los Angeles) - November 2004
- “1st Place: Best Acura” - JGTC GT Live (Fontana, Calif.) - December 2004
- “1st Place: Best Acura” - Chinatown Car Show (Los Angeles) - February 2005

Primax exhibited the NSX in its booth at the 2004 Specialty Equipment Market Association Show in Las Vegas. In 2005, it will appear in feature articles in Max Power and Passion Tuning magazine. The NSX also graces a full page in the 2005 SportMax Racing catalog from Primax, and was featured on fliers distributed in advance of the 2005 Hot Import Nights show in Los Angeles in February.

“We appreciate the support of Bridgestone Firestone and are excited to be working with such a great company,” Chu added. “Behind all great projects are great sponsors.”

50 Million Strong

Members of the Bridgestone Firestone North American Tire, LLC management team presented Paul Zurcher, founder of Best-One Tire & Service, and his management team with an award for achieving a milestone: 50 million Bridgestone Firestone products purchased.

Zurcher founded Zurcher Tire in November 1947 after borrowing $300 to purchase a one-bay gas station in Monroe, Ind. He formed his first partnership in 1964 when he opened a second location in Huntington, Ind., and has since partnered with more than 100 individuals. Today, there are 250 Best-One Tire & Service locations in 12 states.

Best-One Tire & Service became a Bridgestone Firestone dealer in 1949. Zurcher said, “I’ve been able to achieve such success by surrounding myself with the smartest people and by partnering with great suppliers like Bridgestone Firestone!”

Awards

Pictured in the photo (l-r) are Lindsey Beer, granddaughter of Paul Zurcher; John Gamauf, president, Consumer Replacement Tire, BFNT; Mark Zurcher, vice president, Best-One Tire & Service, and son of Paul Zurcher; Jon Zurcher, grandson of Paul Zurcher; Paul Zurcher, founder of Best-One Tire & Service; Mark Emkes, chairman and CEO, Bridgestone Americas Holding, Inc. (BSAH) and BFNT; Larry Zurcher, CFO, Best-One Tire & Service, and son of Paul Zurcher; Singh Ahluwalia, president, Truck and Bus Tires, BFNT; Asahiko “Duke” Nishiyama, vice chairman and president, BSAH and BFNT.
Bridgestone Run-Flat Tires Named Original Equipment for U.S. 2006 BMW 3 Series

All-season touring and summer high-performance Run-Flat tires earn fitment on best-selling performance sedan

Bridgestone Corporation, parent company of Bridgestone Americas Holding, Inc. and Bridgestone Firestone North American Tire, LLC, will be supplying all-season Bridgestone® Turanza™ EL42™ Run-Flat tires and summer Bridgestone Potenza™ RE050A™ Run-Flat tires as original equipment for the 2006 BMW 3 Series performance sedan.

In equipping the BMW 3 Series, the European automaker’s best-selling sedan worldwide, Bridgestone Corporation has secured the following size and placement fitments on the U.S. market vehicles:

- All-season Turanza EL42 RFT tires in size 205/55R16 91H
- All-season Turanza EL42 RFT tires in size 225/45R17 91H
- Summer Potenza RE050AI RFT tires in size 225/45R17 91V
- Summer Potenza RE050AI RFT tires in size 255/40R17 91V, front
- Summer Potenza RE050AI RFT tires in size 255/40R18 94V, rear
- Summer Potenza RE050A RFT tires in size 225/40R18 88W, front
- Summer Potenza RE050A RFT tires in size 255/35R18 90V, rear

“We’re thrilled that the Bridgestone Group has been selected by BMW to supply an extensive array of Bridgestone Run-Flat tires for the all new 3 Series, which will be traveling the roads throughout the United States,” said Michael Martini, president, original equipment consumer tire, BFNT. “This wonderful opportunity expands our original equipment offerings of self-supporting Run-Flat tires while also allowing us to showcase our premium Bridgestone technology on BMW’s most popular vehicle.”

In addition to the tires’ proprietary Run-Flat technology, Bridgestone Corporation and BMW engineers worked together closely on developing and optimizing performance of both the Bridgestone Potenza and Bridgestone Turanza tires to meet the demanding requirements of the new BMW 3 Series.

Bridgestone Firestone and Ryder Extend Long-Term Pact

Bridgestone Firestone North American Tire, LLC and Ryder System, Inc. are extending their agreement — a successful collaboration that began in 1990. BFNT supplies Ryder’s new tire needs, while Bandag, Incorporated, the nation’s largest retreader, provides Ryder with retreading services.

“This contract extension is the result of a strong partnership that combines best practices to create a more streamlined, efficient and successful way of doing business,” said Timothy Fiore, Ryder’s senior vice president and chief procurement officer. “We look forward to an ongoing relationship with Bridgestone Firestone and Bandag that will continue to drive new efficiencies throughout our fleet.”

Tom Rozuk, manager, national fleet sales, BFNT, said, “Ryder is one of the most successful transportation, leasing and logistics companies in the world, and we at Bridgestone Firestone are privileged to help contribute to that success. Our companies collaborate by putting solid teams together, using the best products to reduce operating costs and implementing efficiencies that benefit both organizations.

“This is why Bridgestone Firestone and Ryder are still working together after 15 years and plan on continuing to do so.”

Bridgestone tire and Bandag retread dealers provide local Ryder facilities with just-in-time inventory, tire maintenance, wheel maintenance, retreading and emergency road services. Since 1990, Ryder has purchased more than 4.9 million original equipment and replacement tires — that’s nearly 1,000 new Bridgestone tires every single day.
Cool Customs Inspire Passion for Performance Tire Brands

Bridgestone Firestone North American Tire, LLC and its Bridgestone® and Fuzion® brands share auto enthusiasts’ passion for cool cars and acknowledge the importance of the customizers’ craft with regular tire contributions. Many sponsored vehicles make their way to Las Vegas for the annual Specialty Equipment Market Association (SEMA) Show. Like a New York art gala, it’s a showcase for the industry’s best and brightest.

The tricked-out vehicles that debut at SEMA go on to grace the pages of newstand enthusiast magazines. The cars tour local and national events and are admired by crowds of fellow automotive fanatics. Imitation is flattery, and the auto industry is no exception. Consumers respond to what they like, and want what they see.

By supporting today’s trendsetting vehicle builders, Bridgestone and Fuzion are generating excitement nationwide for BFNT performance tire brands, inspiring a new generation of vehicle owners to embrace a passion for excellence.

Project “ColoRadical” was created by Trent’s Trick Upholstery of Baltimore, Ohio. The 2004 Chevrolet Colorado took top honors in the “Best on Bridgestone” contest at the 2004 SEMA Show. It features 225/35ZR18 Bridgestone Potenza S-03 Pole Position tires up front and 245/35ZR20s in the rear.

Matthew Weiner’s 2002 Acura RSX Type S looks fashionable with its 225/40R18 Fuzion ZRi tires. The Florida-based compact makes regular Hot Import Nights show appearances on the East Coast.

JD Mueller Furious FX of Chicago brought this fast and furious 2000 Mitsubishi Eclipse GT to life. It sports 245/35ZR19 Bridgestone Potenza S-03 Pole Position tires up front and 255/40ZR19s in back.

Lea Anne Powell lives in Villa Rica, Ga., but prefers cars from Japan. Her 2000 Toyota Celica GT has taken home several “Best Toyota” trophies on 225/35ZR19 Fuzion ZRi tires.

Professional golfer Kim Johnson cruises the Los Angeles freeways in his 2000 Nissan Skyline GTR R-34 — one of only 12 such Skylines in the United States. The twin-turbocharged tuner sports 275/30ZR19 Bridgestone Potenza S-03 tires.

General Motors took a shine to this 2002 Pontiac Sunfire built by MBRPinc. of Ontario, Canada. Equipped with 225/35ZR18 Bridgestone Potenza S-03s, the Sunfire captured GM’s “Best Compact Car” Design Award at the 2002 SEMA Show and spent the next two years on tour with General Motors.

XS Engineering of Huntington Beach, Calif., selected 245/40ZR18 Bridgestone Potenza RE050 rubber for its 2003 Mitsubishi Evolution Lancer VIII project. Here it is on display at the 2004 SEMA Show. It was also featured in the December 2004 issue of Import Tuner.

Team R-Squadron, an official Bridgestone/Fuzion car club, is headquartered in Toronto, Ontario. R-Squadron travels Canada and the United States, showing team vehicles at major industry venues including SEMA’s International Auto Salon and the NOPI Nationals — while taking time to chat with fellow enthusiasts about BFNT tire brands.
Popular Tire Care Videos Available in Spanish

Bridgestone Firestone North American Tire, LLC’s commercial tire group is offering a Spanish-language edition of its popular “Longer Mileage Program” on DVD.

The free DVD helps Spanish-speaking managers, drivers, technicians and maintenance personnel at Bridgestone Firestone dealerships and their fleet customers’ shops learn more about preventing the most common tire-related problems.

“Our research indicates that drivers and technicians who speak Spanish as their primary language prefer listening to technical information in Spanish, even when they are fluent in English,” reports Don Darden, manager, marketing communications and advertising, commercial tire marketing, BFNT. “Many find it’s easier to understand technical information and their recall for the correct procedure is higher.”

Video segments teach technicians, maintenance personnel and drivers how to inspect, diagnose and maintain truck tires — to increase tire life, improve safety, enhance retreadability and reduce tire cost per mile.

The DVD features seven video segments, running nine to 27 minutes in length.

The segments included on the DVD are:

• Reducing Tire Cost Through Effective Maintenance
• Why Put Air in Your Tires?
• Truck Tire Mounting for Customer Satisfaction
• Improving Tire Performance Through Driver Awareness
• Saving Through Reducing Irregular Wear
• Saving Through Scrap Tire Analysis
• What Drivers Can Do To Save Fuel

Dealers may order as many DVDs as they wish for their own tire-care facilities, as well as to give to their fleet customers. Many fleet and maintenance managers use the short educational segments in their monthly driver meetings and new-hire orientation.

The Spanish-language Longer Mileage Program DVDs are free and available by calling 1-888-511-8065. Please tell the customer service representative you want the DVD mentioned in InRoads.

And don’t forget, the regular English-language DVD is also available. Call BFNT at 1-800-860-0059, and ask for the Longer Mileage Program DVD, inventory code B50992.

Byma Shows Appreciation to Customers

Byma Tire and Auto Service Centre, a TireStarz dealer in Waterloo, Ontario, recently held a Customer Appreciation Day to thank its loyal patrons. The Fuzion characters and Big Foot drew large crowds to the event. Customers also enjoyed barbecue, coffee and doughnuts. The weekend was a big success — the dealer sold 40 tires and the service department stayed busy throughout the event.

Pictured below (l-r) are Brian Sawyer, apprentice mechanic; Chuck Toohey, mechanic; Rob Harrison, mechanic; Tim Whitelaw, service manager; John Byma, owner; Dave Byma, owner; and Chuck Slattery, apprentice mechanic.
New Commercial Tire Promotion Targets 3 Million Truckers

Since professional truckers drive an average of 125,000 miles each year, it’s no surprise to find a Rand McNally atlas inside the cab.

And the back cover is where you’ll find the Bridgestone Firestone advertisement — the only ad in three versions of the 2005 Rand McNally Motor Carriers’ Road Atlas published specially for professional truckers.

The exclusive ad explains that Bridgestone Firestone truck tires are available from more dealers and truckstops than any other tire brands. And wherever they are, anytime day or night, truckers can find the nearest location by calling a toll-free number and speaking to a live operator.

“Rand McNally is the most trusted atlas in trucking. And since the atlas stays in the cab within easy reach of the driver, they’ll have the toll-free dealer locator number handy all year,” said Don Darden, manager, marketing communications and advertising, commercial tire marketing, Bridgestone Firestone North American Tire, LLC.

Nearly half a million atlases will be sold during 2005, putting Bridgestone Firestone’s message of easy, anytime access to quality tires and service in front of a major part of the trucking industry every single day.

Adding further “bang for the buck,” Bridgestone Firestone sponsored atlas giveaway promotions on the Open Road Cafe and Midnight Trucking Radio Network (MTRN), two popular shows broadcast on Sirius Satellite Radio Channel 138.

Each weekday, two listeners from the five-hour morning show and two listeners from the all-night radio program won a free Motor Carriers’ Road Atlas. The contest ran in June on Open Road Cafe. The promotion on MTRN, which averages 2.5 million listeners each month, started in January and ended June 30.

“Our promotions with the Open Road Cafe and Midnight Trucking Radio Network are excellent ways of reaching our customers, and the free atlas creates a very positive impression of Bridgestone Firestone,” remarked Darden.

Commercial tire marketing also gave away Rand McNally atlases at the Mid-America Trucking Show in March and The Truck Show Las Vegas this past June. At both events, two lucky truckers won a Motor Carriers’ Road Atlas every hour, compliments of Bridgestone Firestone.

Grand Opening of Danville, Ky., TireStarz Dealer Draws Big Crowds

Family Tire, an S&S Tire TireStarz dealer in Danville, Ky., recently celebrated its grand reopening under new ownership. The entire Chamber of Commerce came to the ribbon-cutting ceremony, and approximately 800 people stopped by the dealership to check out Big Foot, the Fuzion vehicles and Arnold from Nickelodeon. A live radio remote also enticed people to stop by and enjoy free hamburgers, hot dogs and pizza. The owners took Big Foot to the local school for the deaf and offered goody bags to the children. Parents and children alike really enjoyed the excitement! Family Tire will be reaping the benefits of this fantastic promotion for months to come.
Best in Class, Best in Industry

Are you interested in bettering yourself and your business? Bridgestone Firestone University (BFSU) is a valuable resource tool. With a variety of courses easily accessed by Internet or offered in person, there has never been an easier way for you to develop professionally and gain industry and product knowledge.

Officially launched for Bridgestone Firestone associates in 2002 with a target of 10 classes, the University quickly surpassed its goal, currently averaging 38 dealer seminars. Because of the growing demand, there are now 15 training centers strategically placed throughout the country, including five new training centers in Phoenix, Cleveland, Atlanta, Dallas and Chicago.

The success of the University is founded on its simple, yet effective, mission: to make learning and education easy, meaningful and applicable.

With the University at the core, there are four key outlining components: Business Alignment, Cost/Productivity, Leadership Development and Technology. In addition to its extensive computer and professional course offerings, a customized training option allows you to design seminars to meet your specific needs.

Want to know more about BFSU? Click on the University’s logo at www.Trucktires.com.

A Decade of Excellence
Bridgestone Group earns 10th consecutive Supplier of the Year award from GM

For the tenth consecutive year, the Bridgestone Group has once again been named Supplier of the Year by General Motors. Bridgestone Corporation and its global family of companies, which includes Bridgestone Americas Holding, Inc. (BSAH) and its subsidiary, Bridgestone Firestone North American Tire, LLC, were honored for the group’s overall performance in providing GM with tires and service. The award was presented during a ceremony held April 23 at the GM Vehicle Engineering Center in Warren, Mich.

“Our Supplier of the Year winners are the Best of the Best, and Bridgestone is part of this elite group based on its outstanding performance in 2004,” said Bo Andersson, vice president, GM Global Purchasing and Supply Chain. “Its balanced focus on performance and behavior support GM’s priorities and make it a role model for suppliers worldwide.”

Mark Emkes, chairman and CEO, BSAH and BFNT said, “The dedication and the commitment of our teammates around the world are the reasons why we have received this coveted award for 10 straight years, and for 12 of the 13 years it has been presented. This recognition is tremendously motivating as we focus on continuing to provide our valued customers, like GM, with tires and service that will make them and our entire Bridgestone family of companies proud.”

The Bridgestone Group supplies Bridgestone and Firestone brand tires to GM plants worldwide. In the Americas, Bridgestone and Firestone products are represented on every GM badge sold in North America: Chevrolet, Pontiac, Buick, Cadillac, GMC, Saturn, Hummer and Saab. In addition, some exciting new GM vehicles in North America, including the Cadillac DTS, Buick Lucerne, Hummer H3 and Pontiac Grand Prix GXP, are also fitted with Bridgestone and Firestone tires.

Praxis-equipped BMW Concludes One Lap of America

Roy Hopkins, from the Praxis-equipped BMW team in the 2005 Tire Rack Cannonball One Lap of America, sounds off about the driving event. The team, which includes co-drivers Nancy Becker and Adrienne Hughes, finished 11th overall and second in the Sports GT-1 Small Bore class.

What is One Lap of America? The most grueling motorsports fun you can have in a week. For the 14th straight year, our team entered One Lap to help raise funds for the Rochester Ronald McDonald House, which provides a home away from home for families with children undergoing major medical procedures.

Gault Autosport BMW, of Endicott, N.Y., provided a 2005 BMW M3 for our use in the event. To prepare the car, we installed a Praxis Advanced Suspension system from Bridgestone Firestone Vehicle Systems that provided street, sport and track suspension modes, a great sounding Supersprint race exhaust system, H&R sway bars and Bridgestone Potenza S-03 Pole Position tires.

On Street Mode, we had comfortable cruising for 3,600 miles through 12 states. Sport Mode was perfect for handling the twisty roads off of the interstates. The best part was switching to Track Mode for the 20 competition time trials that included skid pads, drag strips, an oval and seven different race tracks. The great handling provided by the Praxis-equipped M3 kept us competitive with cars that had much higher horsepower.

We finished as the top placing BMW, 11th overall, 2nd in Sports GT-1 small bore class.

*“The Praxis suspension was the perfect choice for One Lap.”* - Roy Hopkins

Summer 2005
Bridgestone Aids Tsunami Relief

As parts of Asia are still recovering from the devastating tsunami, the Bridgestone family of companies has stepped in to help. Mark Emkes, chairman and CEO of BSAH and BFNT, recently met with Marsha J. Evans, the American Red Cross president and CEO, in Washington, D.C., to present a check for $100,000 to support the relief organization’s International Response Fund.

“The Red Cross International Response Fund has provided and continues to provide invaluable assistance to aid the tsunami victims,” said Emkes. “The Bridgestone Americas team is happy to support this effort, knowing that it will benefit the long-term growth and recovery of affected communities.”

Bridgestone Corporation, the parent company of BSAH, also recently donated approximately $900,000 to the Japan Red Cross to support additional relief efforts following the tsunami disaster last December. Since 1998, the Bridgestone Corporation and Bridgestone Americas have donated more than $2.5 million to the Red Cross for its various programs.

In its tsunami relief effort, the American Red Cross continues to provide food, water sanitation, vaccinations and relief supplies to hundreds of thousands of survivors of this disaster.

“The American Red Cross is extremely grateful for the outstanding support from Bridgestone Americas,” said Gerald Anderson, senior director, Tsunami Recovery Program for the American Red Cross. “Their compassion and belief in our global humanitarian mission have enabled us to provide immediate lifesaving aid and prepare to provide longer-term assistance to help rebuild families and communities.”

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We welcome and encourage comments about inRoads or Bridgestone Firestone and the industry in general. Comments, suggestions and requests for information should be sent to:

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