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TIA and Bridgestone Americas Team Up to Help Educate Consumers on Tires

Educational Video Available in Support of National Car Care Month

Bowie, MD – When replacing tires, do you know which tires are best for maximum performance and safety? If purchasing just two tires for a passenger car, should the new tires go on the front axle or the rear axle? The **Tire Industry Association (TIA)**, one of the leading authorities on tires and tire training, has teamed up with **Bridgestone Americas** business units **Bridgestone Americas Tire Operations (BATO)** and **Bridgestone Retail Operations, LLC. (BSRO)** to help consumers answer these and many other tire-related questions in a brief seven-minute video. Launched in support of April's National Car Care Month, consumers may access the free video by visiting the TIA Web site (www.tireindustry.org), BATO's Web site (www.tiresafety.com), and BSRO's Web site (www.FirestoneCompleteAutoCare.com).

The video, **Passenger Tire Replacement**, is comprised of three modules:

- **Module 1** discusses tire sizing and how the information contained on the vehicle tire placard helps consumers select the best tire and inflation pressure for their vehicle.
- **Module 2** helps consumers understand tire replacement guidelines, most importantly the proper installation when replacing only two tires and the consequences of improper installation.
- **Module 3** educates consumers on the critical issue of tire rotation, and how proper tire rotation can save consumers money, fuel and ensure maximum tire life and performance.

"With a tight economy forcing consumers to keep their vehicles longer, TIA is proud to partner with Bridgestone Americas to offer the public this important video, which will help them better understand important issues such as how to choose the correct size replacement tire for their vehicle, how to make sure replacement tires are properly installed, and how proper rotation can maximize the life of tires, thus saving them a considerable amount of money," said **TIA** Executive Vice President Roy Littlefield. "**TIA** and Bridgestone Americas are committed to helping consumers find the facts about tires in order to make a safe, smart, cost-effective decision."



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“We are honored to join TIA in this educational initiative as part of our ongoing efforts to empower consumers in making informed decisions affecting the performance, safety and efficiency of their vehicles’ operation,” said Phil Pacsi, Vice President, Consumer Marketing, U.S. & Canada Consumer Tire Sales Division, BATO.

“Our technical expertise combined with TIA’s extraordinary commitment to tire industry training and education will reach customers at all levels. Engaging our dealer network and our more than 2,100 company-owned stores in this initiative underscores our dedication to enhance the safety of the driving public. This informative video provides the consumer with valuable tire information on many levels. We are also confident that our passion to provide quality products will continue to enhance our customers’ driving experience,” Pacsi added.

About TIA:

TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The Tire Industry Association (TIA) has a history that spans more than 80 years and includes several name changes. Originally known as the National Tire Dealers & Retreaders Association (NTDRA), the organization gave birth over the years to the American Retreaders Association (ARA) and the Tire Association of North America (TANA). ARA changed its name to the International Tire & Rubber Association (ITRA) and merged with TANA in 2002 to form the current Tire Industry Association (TIA), which now represents every interest in the tire industry.

About Bridgestone Americas, Inc.:

Nashville, Tenn.-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world’s largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world’s largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

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