



Bridgestone Americas Tire Operations, LLC
 535 Marriott Drive
 Nashville, TN USA 37214

April 21, 2016

IMPORTANT SAFETY RECALL NOTICE

NHTSA Recall Number 16T005

Dear Firestone Authorized Dealer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Bridgestone Americas Tire Operations, LLC (“BATO”) has decided that a defect which relates to motor vehicle safety exists in 32 individual Firestone FR710 and Champion Fuel Fighter tires in the sizes and production weeks listed below and has initiated a voluntary recall. These tires were manufactured for the replacement market in the United States beginning of March 2016. An estimated **32 individual tires** may have been part of a misproduction; however, in an abundance of caution, BATO has initiated this voluntary recall of approximately 2900 tires.

You are receiving this letter because BATO’s records indicate that you have received tires that may be the subject of this safety recall. Further, BATO is required to advise you of certain tire dealer obligations, which are detailed on pages 2 through 4 of this notice.

I. REASON FOR THE RECALL

The subject tires, which were produced within a two-week production period from March 27 to April 9, 2016, include a component lot which may exhibit inconsistent rubber coverage of the steel plies. The subject component may be present in 32 individual tires identified by the barcodes listed in Appendix B. If undetected, the condition could lead to a tread separation, which could lead to a crash.

II. TIRE REPLACEMENT PROGRAM

Consistent with the company’s longstanding commitment to safety, customer satisfaction and service, owners of any FR710 or Champion Fuel Fighter tire that matches the exact description of the pattern, size and Department of Transportation (“DOT”) serial number and production period range in the following table are urged to contact an authorized Firestone dealer to arrange verification and replacement at no charge through October 31, 2016.

DOT Serial	DOT Week	Article	Brand	Pattern	Size
W23P711	1316-1416	002379	Firestone	FR710	205/65R16
W2UVCF1	1316-1416	015199	Firestone	Champion Fuel Fighter	205/65R15
W2YTCF1	1316-1416	014808	Firestone	Champion Fuel Fighter	205/70R15

Although the subject component may only be present in the tires identified by the barcodes listed in Appendix B, BATO will replace any tire that matches the DOT serial number and production period range described above to ensure that all of the subject tires are recovered. Any tire that is the subject of this recall will be replaced with a FR710 or Champion Fuel Fighter tire of the same size from another production week. Replacement tires are available as of April 20, 2016. In the event that an FR710 or Champion Fuel Fighter tire is not currently available, a suitable Bridgestone brand or Firestone brand tire may be used as a replacement tire. If the customer does not want to replace their tires, BATO will provide customers with a full refund, provided the customer returns the tires to BATO.

III. ACTIONS REQUIRED BY DEALERS

As a result of this safety recall and federal law, you are required to take the following actions:

1) Returning Inventory (New/Never Mounted) Recalled Tires

Examine your tire inventory. Any tires that meet the DOT serial number and production period range listed in the table above are subject to this recall and cannot be sold. To determine if you have received tires that are included in this recall, please check the DOT information found on the sidewall of the tire as explained in Appendix A.

If you have tires that meet the above description, immediately stop the sale. Immediately count your inventory of affected tires and record specific DOT identification numbers and scan the barcode if available. Provide this information to BATO Customer Service Department at 1-855-605-7324 for a RGA (Return Goods Authorization) and to schedule the return of any tires from your inventory.

Promptly return all recalled tires from your inventory to BATO as per BATO’s directions. You will be compensated for all recalled (new) tires that you return from inventory.

2) Provide BATO the List of Owners of Recalled Tires

Please check your sales records to determine if you have sold or leased any of the voluntary safety recall tires listed in the table above. If you find that you have sold or leased any of the voluntary safety recall tires, please send the following information for each customer to BATO so that the customer can be added to the voluntary safety recall mailing list:

Customer Name:	
Address (street, city, state zip code):	
Telephone:	
Date of Sale/Mounting:	
Quantity Sold/Mounted:	

Please send the customer information in an Excel spreadsheet to Elizabeth Ross:

Email: rosselizabeth@bfusa.com (Preferred Method)
Fax: (615) 937-3460
or Mail: Bridgestone Americas Tire Operations, LLC
Attention: Ms. Elizabeth Ross
535 Marriott Drive
Nashville, TN 37214 USA

Customers who are identified as potential purchasers of the recalled tires will be sent a letter requesting that the owner check all tires fitting the description above to determine if they are subject to the voluntary safety recall. If the customer is unable to determine whether the tires are part of this recall, the customer will be instructed to contact their local authorized Firestone dealer or call Elizabeth Ross at (615) 937-3460.

3) Replacement of Mounted Recalled Tires

Customers who visit an authorized Firestone dealer in connection with this recall must have all tires inspected in order to determine whether the DOT serial numbers are an exact match as indicated above. Please make sure to check each tire closely. If the DOT serial numbers do not exactly match the description above, the tire is not part of the recall.

Any tire exactly matching the DOT serial numbers described above is potentially part of this recall and must be replaced immediately without charge (including mounting and balancing) to the customer. Use the normal Bridgestone/Firestone tire warranty adjustment procedures to replace mounted tires under this voluntary safety recall. The tires will be processed as a no charge tire adjustment. Select the "OTHER-RECALL" option on the ENTIRENET warranty adjustment screen as the reason for adjustment. Dealers who provide services to remove and replace the voluntary safety recall tires will be reimbursed at published Standard Service and Labor rates in effect at the time of replacement.

4) Disposition of Safety Recall Tires

Dealers must secure the recalled tires and notify BATO for return authorization and instructions. All Firestone FR710 and Champion Fuel Fighter tires removed from service under this program must be returned to BATO. If the tires also match one of the 32 barcodes included in Appendix B, or if the barcode is missing or unreadable, you must permanently alter the tires so that they cannot be used on vehicles. The incapacitation of these tires must occur within 24 hours of receiving the recalled tire. BATO will dispose of any permanently altered recalled tires in compliance with applicable state and local laws and regulations regarding disposal of tires, and will be channeled, insofar as possible, into a category of positive reuse (shredding, crumbling, recycling and recovery) or another alternative beneficial non-vehicular use, instead of being disposed of in landfills. If you have any questions, please contact Elizabeth Ross at (615) 937-3460.

BATO is required to advise you of the following information:

**IT IS A VIOLATION OF FEDERAL LAW FOR A DEALER TO
SELL, LEASE, REUSE, OR RESELL A RECALLED TIRE.**

If a dealer knowingly sells or leases new or used recalled tires; the sale must be reported to the Associate Administrator for Safety Assurance, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E. Washington, DC 20590 or call the toll-free Auto Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153); or go to www.safercar.gov within five working days of such a release to report the following information:

- 1) A statement that a report is being submitted pursuant to 49 CFR 573.10(a);
- 2) The name, address, and phone number of the person who purchased or leased the tire;
- 3) The name of the manufacturer of the tire;
- 4) The tire's brand name, model name, and size;
- 5) The tire DOT identification number;
- 6) The date of the sale or lease; and
- 7) The name, address, and telephone number of the seller or lessor.

These notifications and instructions must be communicated to all employees of this dealership who are involved in the inspection and removal of recalled tires.

III. BRIDGESTONE'S COMMITMENT

We are committed to safety, customer satisfaction, and service. If you have any additional questions, please contact Elizabeth Ross at (615) 937-3460 for further assistance.

We regret the inconvenience that this recall may cause you, but we are certain you will understand our commitment to the safety of your customers.

Thank you for your cooperation.

Bridgestone Americas Tire Operations, LLC

APPENDIX A

DESCRIPTION OF TIRES COVERED AND HOW TO IDENTIFY THEM

There are three tires involved in this voluntary safety recall. If you believe you may have one of these tires, please examine your tires' sidewalls to see if any of them match one of the following tire descriptions:

1. Firestone FR710, 205/65R16:

(1) The pattern is identified as "FR710":



(2) The following size information is molded into the sidewall of the tire: 205/65R16:



(3) The tire's DOT serial number can be found on the sidewall just above the rim:
W2 3P 711 WWYY
(where the "WW" indicates the week and the "YY" indicates the year of manufacture).

In the example below, the DOT serial number ends with "1416," which indicates this tire was made in the 14th week of 2016.

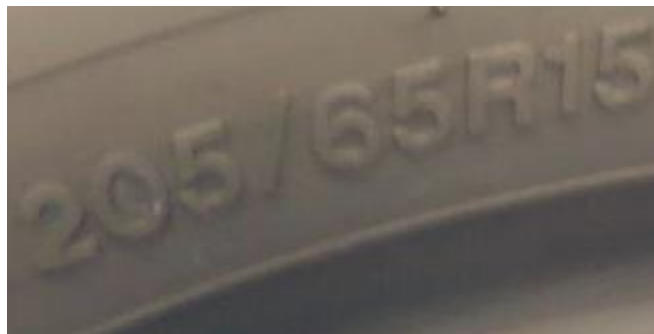


2. Firestone Champion Fuel Fighter, 205/65R15:

(1) The pattern is identified as “Champion”:



(2) The following size information is molded into the sidewall of the tire: 205/65R15



(3) The tire’s DOT serial number can be found on the sidewall just above the rim:
W2 UV CF1 WWYY
(where the “WW” indicates the week and the “YY” indicates the year of manufacture).

In the example below, the DOT serial number ends with “1416,” which indicates this tire was made in the 14th week of 2016.

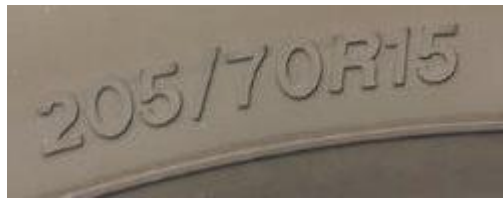


3. Firestone Champion Fuel Fighter, 205/70R15:

(1) The pattern is identified as “Champion”:



(2) The following size information is molded into the sidewall of the tire: 205/70R15



(3) The tire's DOT serial number can be found on the sidewall just above the rim:
W2 YT CF1 WWYY
(where the "WW" indicates the week and the "YY" indicates the year of manufacture).

In the example below, the DOT serial number ends with "1416," which indicates this tire was made in the 14th week of 2016.



Any tires that meet the above descriptions are subject to this recall and should be replaced.

APPENDIX B

BARCODES

Please examine your inventory and compare it to the barcodes listed below. Any tires that match the exact description of the pattern, size and DOT serial number and production period range and one of the barcodes listed below must be permanently altered to prevent installation on a motor vehicle.

Pattern	Article #	Size	Barcode
Firestone FR710	2379	205/65R16	AC415UT
Firestone FR710	2379	205/65R16	AC415VA
Firestone FR710	2379	205/65R16	AC415VB
Firestone FR710	2379	205/65R16	AC415VR
Firestone FR710	2379	205/65R16	AC415VZ
Firestone FR710	2379	205/65R16	AC415W0
Firestone FR710	2379	205/65R16	AC415W2
Firestone FR710	2379	205/65R16	AC415WT
Firestone FR710	2379	205/65R16	AC415X7
Firestone FR710	2379	205/65R16	AC415XK
Firestone FR710	2379	205/65R16	AC415XN
Firestone FR710	2379	205/65R16	AC415VJ

Pattern	Article #	Size	Barcode
Firestone Champion	15199	205/65R15	RV10BPK
Firestone Champion	15199	205/65R15	RV10BPN
Firestone Champion	15199	205/65R15	RV10BPQ
Firestone Champion	15199	205/65R15	RV10BPZ
Firestone Champion	15199	205/65R15	RV10BQ2
Firestone Champion	15199	205/65R15	RV10BQ5
Firestone Champion	15199	205/65R15	RV10BQ9
Firestone Champion	15199	205/65R15	RV10BQA
Firestone Champion	15199	205/65R15	RV10BQB
Firestone Champion	15199	205/65R15	RV10BQG
Firestone Champion	15199	205/65R15	RV10BQK
Firestone Champion	15199	205/65R15	RV10BQL
Firestone Champion	15199	205/65R15	RV10BQM
Firestone Champion	15199	205/65R15	RV10BQN
Firestone Champion	15199	205/65R15	RV10BQV
Firestone Champion	15199	205/65R15	RV10BQW
Firestone Champion	15199	205/65R15	RV10BQX
Firestone Champion	15199	205/65R15	RV10BR2

Pattern	Article #	Size	Barcode
Firestone Champion	14808	205/70R15	EJ70ADV
Firestone Champion	14808	205/70R15	EJ70AEB