



Bridgestone Americas Tire Operations, LLC
200 4th Avenue South
Nashville, TN USA 37201

December 2, 2020

IMPORTANT SAFETY RECALL

Dear Bridgestone/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 certain Firestone Destination LE3 and Bridgestone Ecopia H/L 422 Plus tires fail to conform with S6 of Federal Motor Vehicle Safety Standard No. 139. BATO has initiated a voluntary safety recall of these tires. These tires were sold in the replacement market in the United States.

The specific tires subject to the recall are listed below:

- Firestone Destination LE3 in tire size 255/60R19 manufactured between June 14, 2020 - July 18, 2020, and marked with press identification number E07L on the sidewall
- Bridgestone Ecopia H/L 422 Plus in tire size P255/60R19 manufactured between July 12, 2020 – August 8, 2020, and marked with press identification number E07L on the sidewall

You are receiving this letter because you are an authorized dealer of Bridgestone and Firestone tires. 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 may not comply with the performance requirements prescribed under Federal Motor Vehicle Safety Standard No. 139.

The tires may have been manufactured with a small pinhole in the upper sidewall of the DOT serial intended outboard side of the tire. Affected tires with a pinhole penetrating the tire inner liner may slowly leak air. If the slow air loss is undetected or ignored, the continued loss of air may increase the risk of a vehicle crash or personal injury.

II. TIRE REPLACEMENT PROGRAM

Consistent with the company’s longstanding commitment to safety, customer satisfaction and service, owners of any affected tires that match the exact article number, description of the pattern, size, Department of Transportation (“DOT”) tire identification number (“TIN”), press identification number, and production period range provided below are urged to contact a Bridgestone dealer to arrange verification and replacement at no charge through June 30, 2021.

ARTICLE	TIRE SIZE	DESCRIPTION	DOT TIN			DOT Week/Year		Press Identification Number
						START	END	
005403	255/60R19	Destination LE3	1W2	K0	LE31	2420	2820	E07L
007107	P255/60R19	Ecopia H/L 422 Plus	0B	0M	EC1	2820	3120	E07L

Tires subject to this recall also have press identification number E07L marked on the inboard side of the tire (i.e. the side of the tire facing the vehicle when mounted). See Appendix A for more information regarding the description of tires covered under this recall and how to identify them.

Any tire that is the subject of this recall will be replaced with a comparable Bridgestone or Firestone tire. Replacement tires are available as of December 9, 2020. In the event that a Bridgestone brand or Firestone brand tire is not currently available, a suitable competitive product may be used as a replacement tire.

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 above description 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 tire identification number **and** press identification number 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 tire identification numbers. Provide this information to BATO's Consumer Customer Service Department at the following phone numbers for an RGA (Return Goods Authorization) and to schedule the return:

U.S. Retail	1(855) 605-7324 or 1(800) 668-0345
U.S. Wholesale	1(800) 668-0345

Promptly return all recalled tires from your inventory to BATO as per company directions. You will be compensated for all recalled (new) tires that you return from inventory. All tires removed from service under this recall campaign must be rendered permanently unserviceable. To render the tire unserviceable, please utilize one of the following three options:

Option 1: Drill a 1-inch nominal (plus or minus ¼ inch tolerance) hole through the sidewall using the 1-inch hole saw. Rotate the Recall Tire approximately 180 degrees and drill a second hole through the sidewall. Drilling additional holes beyond the two specified are not necessary. Drilling holes in the other sidewall is not necessary.

Option 2: Cut through body cords in the sidewall area of the tire. The cut shall be a minimum of 6 inches long. Making more than one continuous 6-inch minimum length cut or cutting more than one sidewall is not necessary.

Option 3: Use a “Bead Notching” machine. The Bead Notcher must permanently remove a section of the bead from the tire. It is not necessary to remove more than one section of bead or to remove a section of bead from more than one side of the tire.

Please do not alter the DOT tire identification number or press identification number in any way as we will check them to validate that the returned tire meets the recall criteria.

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 by:

Email: Cust-Info@bfusa.com (Preferred Method)

Subject Line should read: 2020 Destination LE3/Ecopia 422 Plus Safety Recall
or Mail:

Bridgestone Americas Tire Operations, LLC
2020 Destination LE3/Ecopia 422 Plus Safety Recall
Attention: Alicia Tank
200 4th Avenue South
Nashville, TN 37201 USA

Customers who are identified as potential purchasers of the affected tires will be issued 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 authorized Bridgestone Firestone dealer or call BATO Technical Service 1-800-847-3272.

3) **Replacement of Mounted Recalled Tires**

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

Any tire with DOT serial numbers exactly matching the DOT TIN range **and** press identification number described above is 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 tires under this voluntary safety recall. The tires will be processed as a no charge tire adjustment. Select “OTHER-RECALL” option on the ENTIRENET warranty adjustment screen as the reason for removal. Retailers 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. **Please do NOT alter the DOT tire identification number and press identification number in any way as we will be checking them to validate that the returned tire meets the recall criteria.**

Dealers must secure the recalled tires. All tires removed from service under this recall must be rendered permanently unserviceable. To render the tire unserviceable, please utilize one of the following three options:

Option 1: Drill a 1-inch nominal (plus or minus ¼ inch tolerance) hole through the sidewall using the 1-inch hole saw. Rotate the Recall Tire approximately 180 degrees and drill a second hole through the sidewall. Drilling additional holes beyond the two specified are not necessary. Drilling holes in the other sidewall is not necessary.

Option 2: Cut through body cords in the sidewall area of the tire. The cut shall be a minimum of 6 inches long. Making more than one continuous 6-inch minimum length cut or cutting more than one sidewall is not necessary.

Option 3: Use a “Bead Notching” machine. The Bead Notcher must permanently remove a section of the bead from the tire. It is not necessary to remove more than one section of bead or to remove a section of bead from more than one side of the tire.

If you have any questions, please contact BATO Technical Service at 1-800-847-3272.

4) **Disposition of Safety Recall Tires**

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 and press 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.

IV. BRIDGESTONE'S COMMITMENT

We are committed to safety, customer satisfaction, and service. If you have any additional questions, please contact BATO Technical Service at 1-800-847-3272 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

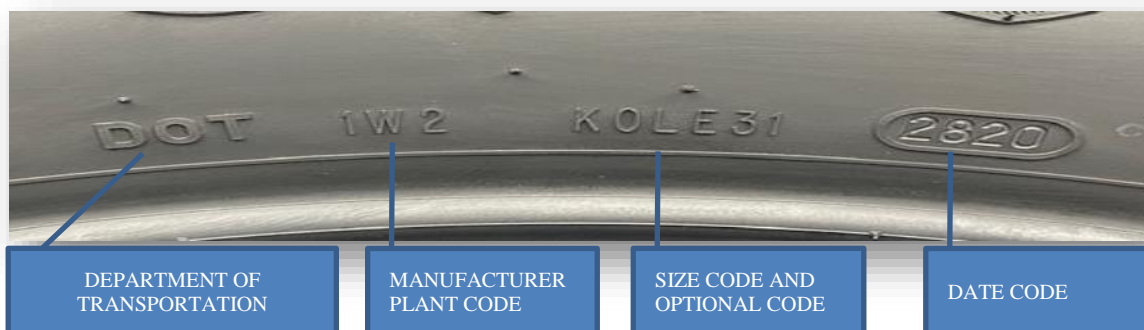
APPENDIX A

DESCRIPTION OF TIRES COVERED AND HOW TO IDENTIFY THEM

There are two tire patterns and several DOT tire identification numbers (“TIN”) covered by this recall (see the chart below).

ARTICLE	TIRE SIZE	DESCRIPTION	DOT TIN			DOT Week/Year		Press Identification Number
						START	END	
005403	255/60R19	Destination LE3	1W2	K0	LE31	2420	2820	E07L
007107	P255/60R19	Ecopia H/L 422 Plus	0B	0M	EC1	2820	3120	E07L

The tire’s DOT TIN can be found on the sidewall just above the rim. In the visual example below, the DOT TIN ends with “2820”, which indicates that the tire was made in the 28th week of 2020.



Tires subject to this recall also have the press identification number **E07L** marked on the inboard side of the tire (i.e. the side of the tire facing the vehicle when mounted). NOTE: Tires within the DOT TIN range but with a different press identification number are NOT subject to this recall and can remain in service.

Any tires that meet the above descriptions are subject to this recall and should be replaced. If you believe you may have one of these tires, please examine the sidewalls of your tires as provided below to confirm if they are included in this recall.

For Firestone Destination LE3 255/60R19 (Article #005403)

1. Find the DOT TIN with the date code side of the tire (intended outboard side). Confirm the DOT TIN and DOT date code is one of the following: 2420, 2520, 2620, 2720, 2820.

DOT TIN with date code

For article #005403, recall DOT TIN date codes are 2420, 2520, 2620, 2720, 2820



Intended Outboard Side



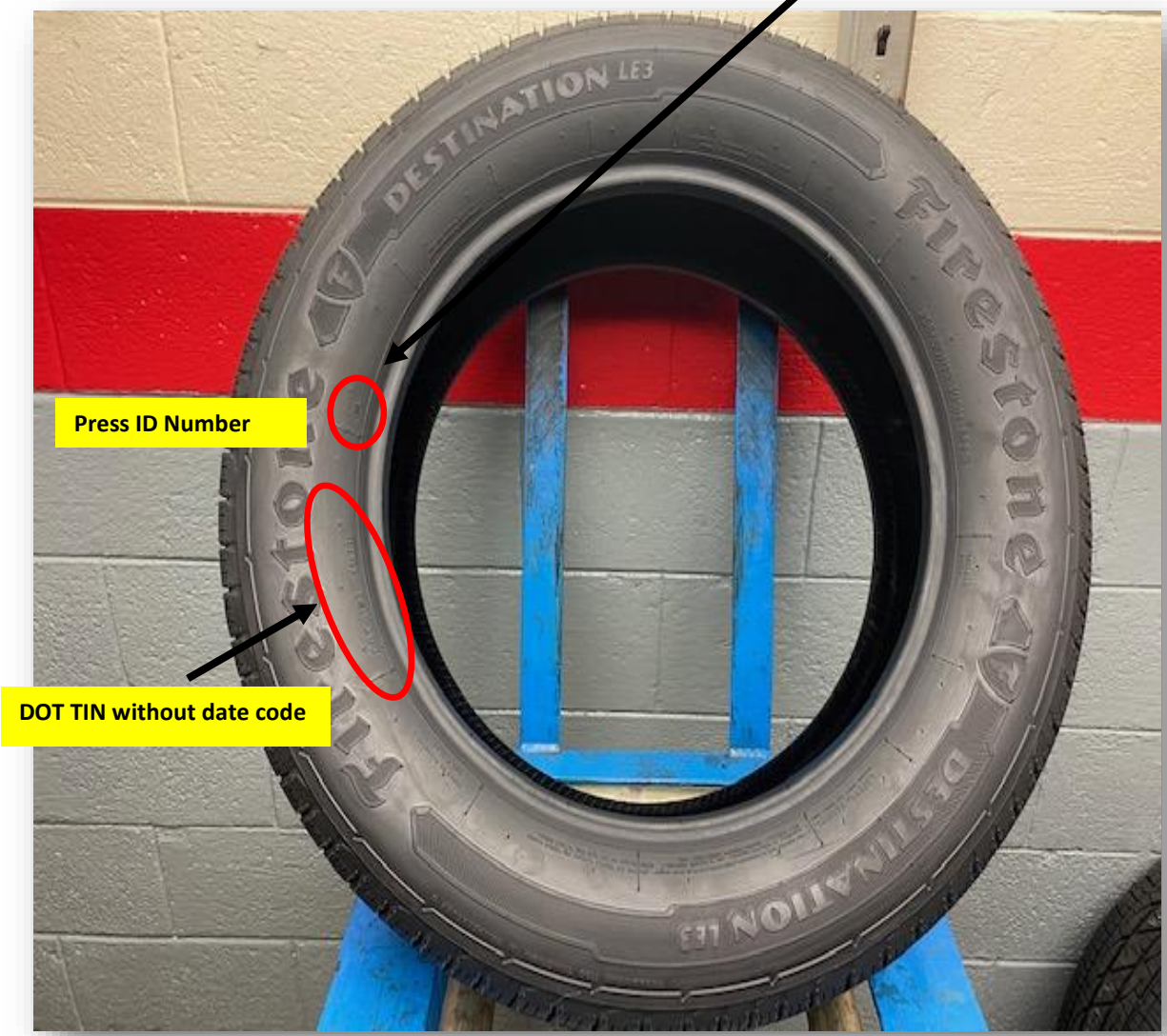
DOT TIN with date code

This is the side of the tire that has the bead barcode.

2. Look on the opposite side of the tire and find the DOT TIN without the date code.



3. On the inboard side of the tire, find the Press Identification Number immediately beside the DOT TIN without the date code. If the Press Identification Number is E07L, the tire is part of the recall and should be collected and disabled.

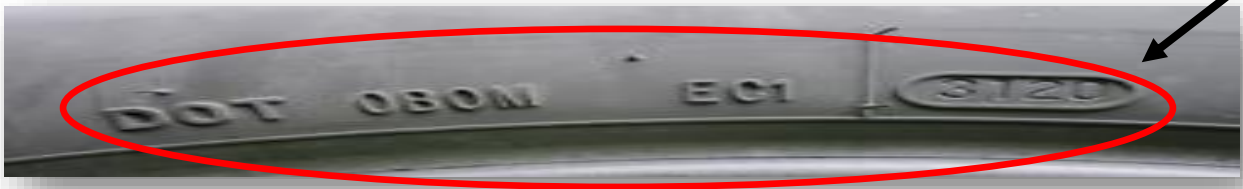


For Bridgestone Ecopia H/L 422 Plus P255/60R19 (Article # 007107)

1. Find the DOT TIN with the date code side of the tire (intended outboard side).
Confirm the DOT TIN date code is one of the following: 2820, 2920, 3020, 3120.

DOT TIN with date code

For article #007107, recall DOT TIN date codes are 2820, 2920, 3020, 3120



2. Look on the opposite side of the tire and find the DOT TIN without the date code.



3. On the inboard side of the tire, find the Press Identification Number immediately beside the DOT TIN without the date code. If the Press Identification Number is E07L, the tire is part of the recall and should be collected and disabled.

