



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

September 10, 2021

NHTSA ID: 21T012

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 identified eight (8) Bridgestone and Firestone tires, identified by barcode in the table below, that fail to conform with Federal Motor Vehicle Safety Standard (FMVSS) No. 139, *New pneumatic radial tires for light vehicles*. BATO has initiated a voluntary inspection and safety recall campaign for tires produced during the production week when these eight nonconforming tires were manufactured to locate these tires. These tires were sold in both the original equipment and replacement tire markets.

You may have purchased tires that are covered by this campaign. Further, BATO is required to advise you of certain tire dealer obligations, which are detailed on pages 3 through 6 of this notice.

I. REASON FOR THE RECALL

Due to a production error, a small quantity of tires may have sustained a small pinhole in the sidewall of the DOT serial intended outboard side of the tire during the tire marking process. Bridgestone has determined that eight (8) affected tires have been shipped to customers. Affected tires with a pinhole penetrating the tire inner liner may slowly leak air. As such, these tires may not comply with the performance requirements of Federal Motor Vehicle Safety Standard No. 139. If left undetected and/or unaddressed, this slow leak could affect tire performance and increase the risk of a crash.

II. TIRES INVOLVED IN THE RECALL

This voluntary recall is being conducted to identify and remedy the eight (8) passenger tires (out of 21,513 shipped) that may be affected by the pinhole condition. These eight (8) tires span five (5) article numbers with the unique barcodes listed below:

Affected Tires					
Description:	Bridgestone Dueler H/L 422 Ecopia	Firestone Destination LE3	Bridgestone Dueler H/L Alenza¹	Bridgestone Turanza EL440²	Bridgestone Ecopia H/L 422 Plus
Size:	P245/60R18 104T	225/65R17 102H	275/55R20 113T	235/60R18 103H	235/55R20 102V
Article #:	006508	005359	000863	002358	000227
UPC #:	006508US01	005359US02	863US01	002358US01	000227US01
DOT TIN:	7XVD4232821	17X2YLE322821	7XY1DH72821	7X45JB22821	7X8AEC12821
Barcodes	FMK0IDA	FF177NS FF177NX FF177NT	FU445L1 FU445JM	FPR823K	FLX9IIQ

IMPORTANT: Known purchasers of the tire models, sizes, and TINs (production weeks) listed above will be notified and requested to have their tires inspected; only tires with the listed barcodes (a total of eight tires) are affected and will be replaced under this campaign.

All affected tires were produced during the 28th week of 2021 and will have “2821” as the last four digits of the Tire Identification Number (“TIN”). **The pinhole is visible on the full serial side tire sidewall of affected tires near or within the first digit of the TIN date code as shown in the photos below.**



¹ The Bridgestone Dueler H/L Alenza was shipped to OEMs only and was not shipped to dealers.

² The Bridgestone Turanza EL400 was shipped to OEMs only and was not shipped to dealers.

The eight (8) tires with the pinhole condition have unique barcode stickers attached to the bead area of the tire. When reading the barcode, start by reading the three digits on the right side of the sticker followed by the four digits on the left side of the sticker as shown below.



III. ACTIONS REQUIRED BY DEALERS

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

1) New/Never-Mounted Recalled Tires

Because not all the tires listed above contain the defect, BATO has developed inspection instructions that may be used to determine if a tire is affected by this issue.

Dealers should review their inventory for tires covered under this recall. If a dealer has new, non-mounted tires covered under this recall in inventory, those tires should be closely inspected for the pinhole condition that may be visible in the full serial side tire sidewall near or within the first digit of the TIN date code. Dealers should also check the barcode sticker on the bead area of unmounted tires for the eight unique barcodes shown in the table above.

Inspection instructions, including a how-to video, are available at:

<https://www.bridgestoneamericas.com/en/tire-recall-information/august-2021>.

If you have tires with the pinhole condition or tires with one of the eight (8) barcodes listed above, immediately stop the sale of these tires. 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 affected recalled tires (i.e., those with the pinhole condition or specified barcode only) from your inventory to BATO. You will be compensated for all affected new tires returned from inventory. All affected tires removed from service under this recall campaign must be rendered permanently unserviceable within 24-hours of their discovery. To render the tire unserviceable, please use one of the following three methods:

Option 1: Drill a 1-inch (+/- ¼” tolerance) hole through the sidewall using a hole saw. Rotate the 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 cut or cutting more than one sidewall is not necessary.

Option 3: Use a “Bead Notching” machine to 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 TIN or barcode in any way as BATO will check all returned tires to validate that they meet the recall criteria.

Following inspection, all new, non-mounted tires without the visible pinhole condition or the eight affected barcodes are eligible for sale. Do not destroy or return tires without the pinhole condition or one of the eight affected barcodes.

2) Provide BATO the List of Owners of Recalled Tires

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

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

Please send the customer information by:
Email: Cust-Info@bfusa.com (Preferred Method)

Subject Line should read: “21T012 Safety Recall”
or Mail:

Bridgestone Americas Tire Operations, LLC
21T012 Safety Recall
Attention: Alicia Tank
200 4th Avenue South
Nashville, TN 37201 USA

Customers who are identified as potential purchasers of affected tires will be sent a letter requesting that the owner check all tires fitting the description above to determine if they are subject to this recall. If a customer is unable to determine if their tires are part of this recall, the customer will be instructed to take their vehicle to a Bridgestone company-owned retail store or a Bridgestone/Firestone authorized retailer for tire inspection. Consumers may also call BATO Technical Service at 1-800-847-3272 with any questions.

3) Replacement of Mounted Recalled Tires

If a customer visits your retail location inquiring about this voluntary recall, perform an inspection of all tires on the vehicle (including the full-sized spare) to determine if they have tires subject to the recall and whether the pinhole condition is present. Please inspect tires in the five (5) affected tire lines listed above – regardless of whether the tire was sold by your retail location. During inspection, look for the visible pinhole condition and the impacted barcode if legible. The pinhole will be visible on the full serial side sidewall of affected tires near or within the first digit of the TIN date code. If the tire is mounted with the full TIN facing inboard, the wheel may have to be removed to properly inspect the tire.

Important Note: When inspecting a tire that is mounted on a customer’s vehicle, you may not be able to properly identify the impacted barcode as the barcode may become warped and/or is no longer legible. If you find a pinhole in the tire but are not able to verify that it is an impacted barcode, out of an abundance of caution, replace the tire.

If no pinhole is visible, please inform the customer that his or her tires do not contain the recalled condition and no further action is necessary. However, if a pinhole is found near or within the first digit of the TIN date code, any affected tire 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/TREADNET warranty adjustment screen as the reason for removal. Retailers who provide services to remove and replace affected tires will be reimbursed at published Standard Service and Labor rates in effect at the time of replacement.

Dealers must secure the recalled tires. All tires removed from service under this recall must be rendered permanently unserviceable using one of the three methods described in

in Section III (1) above. Please do not alter the TIN or barcode in any way as we will be checking them to validate that the returned tire meets the recall criteria.

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 DEFECTIVE OR NONCOMPLIANT TIRE.

If a dealer knowingly sells or leases new or used defective or noncompliant tires, the sale must be reported to the Associate Administrator for Enforcement, 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 barcode;
- 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 affected 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. Safety is a core value at Bridgestone and we appreciate your quick attention to inspect your tires and ensure your driving safety.

Thank you for your cooperation.

Bridgestone Americas Tire Operations, LLC

Enc. – Copy of the NHTSA-approved Owner Notification Letter.