

Part 573 Safety Recall Report

25T-003

Manufacturer Name : Bridgestone Americas Tire Operations

Submission Date : MAR 12, 2025

NHTSA Recall No. : 25T-003

Manufacturer Recall No. : NR



Manufacturer Information :

Population :

Manufacturer Name : Bridgestone Americas Tire Operations

Number of potentially involved : 115

Address : 200 4th Avenue South

Estimated percentage with defect : 100 %

Nashville TN 37201

Company phone : 1-800-847-3272

Tire Information :

Tire Brand 1 : Bridgestone

Tire Line : Blizzak 6

Tire Size : 235/40R19

Descriptive Information : The subject tire is a performance winter tire designed for the drivers of sporty and high-performance passenger vehicles looking to enhance vehicle handling and mobility during winter months. These tires were manufactured by Bridgestone Firestone Europe SA and imported by Bridgestone Americas Tire Operations, LLC ("BATO"). The subject tires do not comply with the tire markings requirements in S5.5(a) of Federal Motor Vehicle Safety Standard No. ("FMVSS") 139. The subject tires were manufactured at a Bridgestone plant in Tatabanya, Hungary during the 22nd through 24th weeks of 2024. Except for 115 tires, all other subject tires have been contained at BATO warehouses. Records indicate that these 115 tires were sold to end users.

Production Dates : JUN 02, 2024 - JUN 22, 2024

TIN (Tire Identification Number)

Plant ID	Size code	Optional Code	Begin M Code	End M Code
1VR	10	0W12	2224	2424

Description of Noncompliance :

Description of the Noncompliance : BATO has determined that the subject tires are missing the "DOT" marking required for certified tires. Consequently, the affected tires do not comply with the tire markings requirements in FMVSS 139 S5.5(a).

FMVSS 1 : 139 - New pneumatic radial tires for light vehicles

FMVSS 2 : NR

Description of the Safety Risk : Without the "DOT" marking on the sidewall, the tire lacks the DOT certification. All markings other than the "DOT" marking required by S5.5(a)

Description of the Cause :

of 49 CFR Part 571.139 are included on the sidewalls and otherwise comply with 49 CFR Part 571.139. The subject tires fully comply with the performance requirements of 49 CFR 571.139.

Both the Blizzak LM005 and Blizzak 6 (size 235/40R19) are produced in the same facility in Tatabanya, Hungary. The Blizzak LM005 is currently sold in the US market. While in use in Europe, the Blizzak 6 was not targeted for sale in the US market until mid-2025. Accordingly, molds for Blizzak 6 tires produced in mid-2024 were not yet set up for all US required sidewall markings. Paper labels for Blizzak LM005 were inadvertently attached to Blizzak 6 tires made during the affected production weeks. These paper labels were used for tire identification both on the shipping and receiving ends of the export/import process. This resulted in the inadvertent shipment of the non-compliant Blizzak 6 tires into the US.

Identification of Any Warning that can Occur :

Not applicable.

Involved Components :

Component Name : NR

Component Description : NR

Component Part Number : NR

Supplier Identification :

Component Manufacturer

Name : NR

Address : NR

NR

Country : NR

Chronology :

February 6, 2025: Tire Rack observed that it had received Blizzak 6 tires rather than Blizzak LM005. Tire Rack notified BATO and returned all Blizzak 6 tires.

February 6, 2025-February 26, 2025: BATO began investigating the returned tires. During this investigation, BATO determined that the Blizzak 6 tires may not have been labelled with the “DOT” marking on the side wall. BATO continued investigating and analyzing inventory, sales, and production records to determine the

potential scope of subject tires. While continuing to investigate, BATO requested dealers to search their inventories and return any subject tires. Based on the investigation, BATO determined that additional subject tires potentially left its control.

February/March 2025: BATO concluded its investigation. Because the subject tires likely did not have the required “DOT” marking, on March 5, 2025, BATO decided to conduct a voluntary noncompliance recall.

March 12, 2025: BATO filed a Part 573 Noncompliance Information Report.

Current records indicate that 115 of the subject tires were sold to end users. To date, BATO has received no reports of accidents, injuries, or consumer complaints related to this markings non-compliance.

Description of Remedy :

Description of Remedy Program :	BATO will contact all relevant dealers by the planned dealer notification date and provide instructions to those dealers to return the subject tires via BATO’s standard return goods authorization process. BATO will notify owners and provide instructions to return the subject tires and receive replacement tires. Owners who registered their tires will be notified directly by mail. For those owners who did not register their tires, BATO will work with dealers and distributors to obtain owner information, where available. This program to remedy subject tires without charge to the owner will be conducted through November 9, 2025. Dealers performing the replacement of recalled tires will be notified of their responsibilities in accordance with 49 CFR 573.6(c)(9). All subject tires remain under the manufacturer's warranty. Therefore, pursuant to 49 CFR 577.11(e), BATO requests an exemption from the reimbursement plan requirements.
How Remedy Component Differs from Recalled Component :	The remedy component (tires), Blizzak LM005 235/40R19, include the “DOT” marking and meet all other requirements of FMVSS 139.
Identify How/When Recall Condition was Corrected in Production :	BATO is refining the “first tire receipt” process to verify that tires imported from Bridgestone Firestone Europe SA are identical to the tires ordered. The verification process includes confirming the sidewall, line, DOT number, label, and article number before receipt and distribution.

Recall Schedule :

Description of Recall Schedule :	All known dealers will receive notification of the recall, instructions on how to identify the subject tires, information regarding the removal of the subject tires from service, and instructions on the return and disposal of the subject tires. All known owners will receive notification of the recall, instructions on how to identify the subject tires, information regarding the removal of the subject tires from service, and instructions on the return and disposal of the subject tires.
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Planned Dealer Notification Date : APR 11, 2025 - APR 11, 2025

Planned Owner Notification Date : MAY 09, 2025 - MAY 09, 2025

Purchaser Information :

The following manufacturers purchased this defective/noncompliant equipment for possible use or installation in new motor vehicles or new items of motor vehicle equipment:

Name : NR

Address : NR

NR

Country : NR

Company Phone : NR

* NR - Not Reported