



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

April 14, 2025

IMPORTANT SAFETY RECALL

NHTSA Recall No. 25T-004

Dear Bridgestone/Firestone Authorized TBR 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 determined that certain Bridgestone R123 Ecopia 295/75R22.5 tires may have been manufactured with one of the 3 stabilizer ply belts applied in the wrong orientation, and this condition could pose a safety risk. 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 **Bridgestone R123 Ecopia** tires in size **295/75R22.5** manufactured between September 1-September 7, 2024 and bearing the Tire Identification Number (“TIN”) **1D2BT4A6R3524**. If the TIN (i.e.,**1D2BT4A6R3524**), tire line (i.e., “R123 Ecopia”), and tire size (295/75R22.5) do not exactly match the description above, the tire is not part of this recall.

You are receiving this letter because BATO records indicate that 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 2 through 4 of this notice.

I. REASON FOR THE RECALL

The subject tires may have been manufactured with one of the 3 stabilizer ply belts applied in the wrong orientation. Tires with the incorrectly oriented belt may not meet the endurance testing requirements in FMVSS 119 S6.1 (49 U.S.C. § 571 *et seq.*).

II. TIRE INSPECTION AND REPLACEMENT PROGRAM

Consistent with BATO’s longstanding commitment to safety, customer satisfaction, and service, owners of any affected tires that match the article number, size, tire line, Department of Transportation (“DOT”) tire identification number (“TIN”), and production period provided below are urged to contact a Bridgestone/Firestone authorized dealer to arrange for an inspection, verification and, if necessary, replacement at no charge through November 14, 2025.

ARTICLE	TIRE SIZE	DESCRIPTION	DOT TIN			DOT Week/Year	
						START	END
003125	295/75R22.5	R123 Ecopia	1D2	BT	4A6R	3524	3524

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 the date of this letter. In the event a Bridgestone or Firestone replacement tire is not available, a suitable competitive product may be used as a replacement tire. Call BATO Technical Service at 1-800-847-3272 for additional information if a Bridgestone or Firestone tire is not available.

III. ACTIONS REQUIRED BY BRIDGESTONE/FIRESTONE AUTHORIZED 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. **Please use the tire line shown on the sidewall and the TIN to identify the tires.** Any Bridgestone R123 Ecopia tires in size 295/75R22.5 with the TIN 1D2BT4A6R3524 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 TIN and sidewall markings.

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 Commercial Customer Service Department at the following phone numbers for an RGA (Return Goods Authorization) and to schedule the return:

Commercial Customer	(833) 733-1754
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Promptly return all recalled tires from your inventory to BATO 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 tires unserviceable, please utilize the following methods:

Method 1: Cut radially between the body cords in the sidewall area of the tire. Three cuts will be made at a minimum of 4 inches apart. The cuts must be deep enough to penetrate to the interior of the tire. See **Figure 1**, below.

Fig. 1



Method 2: 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 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 recalled tires listed above. If you have sold any of the recalled tires, please send the following information for each customer to BATO so that the customer can be added to the noncompliance 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 (preferred method):

Cust-Info@bfusa.com

Subject Line should read:
2025 R123 Ecopia Recall

Mail:

Bridgestone Americas Tire Operations, LLC
2025 R123 Ecopia Recall
Attention: Mitch Kritzell
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 to determine if they have tires subject to the voluntary 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 at 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 to determine whether the tires are subject to this recall. Please make sure to check each tire closely. If the TIN (i.e., **1D2BT4A6R3524**), tire line (i.e., “R123 Ecopia”), and tire size (295/75R22.5) do not exactly match the description above, the tire is not part of this recall.

Any tire identified as part of this recall 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 TreadNet warranty adjustment screen as the reason for removal. Authorized Bridgestone/Firestone 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. **Please do NOT alter the TIN 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 using the methods described in Section III.1 above. Bridgestone will arrange to have the tire returned using the normal warranty process. Should pick-up be delayed for any reason, please call BATO Technical Service at 1-800-847-3272 for additional information on returning tires.

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 DEFECTIVE TIRE.

If a Bridgestone/Firestone authorized dealer knowingly sells or leases new or used defective 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.nhtsa.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 and satisfaction of your customers.

Thank you for your cooperation.

Bridgestone Americas Tire Operations, LL