



Bridgestone de Costa Rica, S.A.
Tel: (506) 2209-7300
Dirección: Km. 11 Autopista General Cañas
La Ribera de Belén, Heredia, Costa Rica 40702
Apdo. Postal BSCR: 4018-1000 San José
www.bridgestone.co.cr

July 29, 2013
IVST13-075-1

To: CORREA TIRES AND MULTIVENTAS Y SERVICIOS

Subject: Bridgestone Insignia SE 200 & Turanza EL 400 Brand
Promise/Customer Satisfaction Program

Bridgestone de Costa Rica is initiating a brand promise /customer satisfaction program in connection with certain Insignia SE200 and Turanza EL 400 tires made in Brazil located at "Correa Tires" and "Multiventas y Servicios".

I. THE BRAND PROMISE / CUSTOMER SATISFACTION PROGRAM

It's all about quality. For many years Bridgestone's vision has been to be the clear leader in the tire industry. A central pillar in achieving that vision is our brand promise: providing markets with products and services that always meet or exceed our customer's expectations.

After investigating complaints by "Correa Tires" and "Multiventas y Servicios", we have concluded that there is a potential riding discomfort on certain Insignia SE 200: 215/65R16 and Turanza EL 400: P215/60R15, P225/60R16 and P215/60R15, tires held by "Multiventas y Servicios" and "Correa Tires" at your warehouses in Puerto Rico.

PLEASE NOTE: This brand/customer satisfaction program is not a recall, but a specific action that is being made on particular tires identified at these two warehouses. Those tires will be returned by Bridgestone de Costa Rica.

II. ACTION REQUIRED BY DEALERS

The tires that are the subject of this customer satisfaction program that will be returned by Bridgestone de Costa Rica were identified by our Sales Engineering team during a recent visit. These tires cannot be sold and must be returned to Bridgestone.



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CORREA TIRES AND
MULTIVENTAS Y SERVICIOS

Dealers will receive instructions from Bridgestone de Costa Rica about how to proceed with the returned tires.

If you have any questions regarding this procedure, please call (506) 2209-7435.

III. TIRES INVOLVEDS

The tires involves in this case are:

INSIGNIA SE 200	CORREA TIRES	MULTIVENTAS Y SERVICIOS
215/65R16	2	0
TURANZA EL 400	CORREA TIRES	MULTIVENTAS Y SERVICIOS
P215/60R16	298	0
P225/60R16	341	439
P215/60R15	0	1

Total Tires: 1081

We are committed to our customers and appreciate your support of the Bridgestone brand. We will continue to offer the highest level of customer satisfaction and world-class products to our customers.

Thank you for your cooperation.

Sincerely

Arturo Acosta
Sales Engineer Manager

/aa

c: File

De: Rosita Zumbado
Enviado el: lunes, 29 de julio de 2013 05:34 p.m.
Para: Arturo Acosta
Asunto: RV: Brand Promise llantas a retornarse a BSCR

P S A

Rosita Zumbado González

Gerencias de Ventas
Logística e Ing. de Ventas
Bridgestone de Costa Rica, S. A.
(506) 2209-7412
www.bridgestonelibertadores.com



De: Rosita Zumbado
Enviado el: lunes, 29 de julio de 2013 05:21 p.m.
Para: Santos R. Martínez R. (Santos R. Martínez R. (smartinez@multiventas.com)); Pedro Rivera (Pedro Rivera (privera@multiventas.com))
CC: Alexander Montanaro Chaves; Ivan Salas Chinchilla; Walter Villalobos; Jose Zapata Seinfarth; Roger Hidalgo Barrantes; Carlos Salas; Henry Ramirez Solis; Orlando Bonilla
Asunto: Brand Promise llantas a retornarse a BSCR

Estimados señores:

Por medio del documento adjunto se les comunica formalmente las cantidades, tamaños y diseños de las llantas que van a ser reconocidas por la Corporación Bridgestone, con base a las llantas que se contaron en sus bodegas hace dos semana por parte de nuestro departamento de Ingeniera de Ventas.

Estas llantas va a ser retornadas a Bridgestone de Costa Rica, para ello el departamento de Logística entrará en contacto con ustedes para el trámite respectivo.

En caso de alguna duda al respecto, favor comunicarse a esta oficina con el Sr. Arturo Acosta.

Rosita Zumbado González

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Translation:

By means of the attachment they are formally communicates the quantities, sizes and designs of the tires that are going to be recognized by the Bridgestone Corporation, based on the tires that were counted in their warehouses two weeks ago by our Sales Engineer department.

These rims will be returned to Bridgestone in Costa Rica, the logistics department shall enter in contact with you to the proceedings.

In case of any doubt about this, please communicate to this office with Mr. Arturo Acosta.

De: Ricardo Correa [<mailto:ricardo@correatire.com>]

Enviado el: miércoles, 31 de julio de 2013 08:57 a.m.

Para: Rosita Zumbado; 'Josue Correa (Josue Correa)'

CC: Alexander Montanaro Chaves; Ivan Salas Chinchilla; Walter Villalobos; Jose Zapata Seinfarth; Roger Hidalgo Barrantes; Carlos Salas; Henry Ramirez Solis; Orlando Bonilla

Asunto: RE: Brand Promise llantas a retornarse a BSCR

Arturo, confirmando el recibo del comunicado.



From: Rosita Zumbado [<mailto:zumbadorosa@bfcrr.co.cr>]

Sent: Monday, July 29, 2013 7:21 PM

To: Josue Correa (Josue Correa (josue@correatire.com)); Ricardo Correa (Ricardo Correa (ricardo@correatire.com))

Cc: Alexander Montanaro Chaves; Ivan Salas Chinchilla; Walter Villalobos; Jose Zapata Seinfarth; Roger Hidalgo Barrantes; Carlos Salas; Henry Ramirez Solis; Orlando Bonilla

Subject: Brand Promise llantas a retornarse a BSCR

Estimados Señores Correa:

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Rosita Zumbado González

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