

CSC-10056281-9709

August X, 2014

Subject: Free Replacement Program for Certain Potenza RE960AS PP RFT and DriveGuard Tires

Dear Customer:

Bridgestone Americas Tire Operations, LLC is conducting a brand promise / customer satisfaction program on certain run-flat technology tires, and our records indicate that you may have purchased tires covered under this program in July or August.

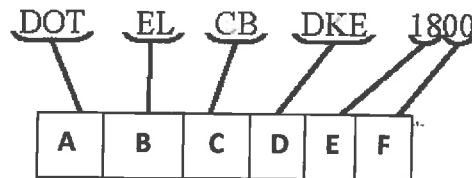
There is no safety concern. The tires covered under this program meet all applicable federal motor vehicle safety standards. When properly inflated and under normal driving conditions all tires subject to this program fully meet performance expectations and still deliver the added benefit of being able to drive in the event of total air loss; however, in some limited instances, they may not travel as far as expected at zero pressure.

We, like Bridgestone, strive always to ensure the best possible customer experience by delivering fully on the promises we make at the time of sale. It is based on this commitment that we are cooperating with Bridgestone in offering you an opportunity to return tires subject to this program. We will replace covered tires free of charge with tires in the same line and size as your original purchase, manufactured outside of the time period subject to this program.

This free replacement program applies only to the following tires:

TIRE SIZE	DESCRIPTION	DOT CODE	DOT Weeks/Year
275/35RF18	POTENZA RE960AS PP RFT	EJ KT JBF	2114 through 3114
245/45RF19	POTENZA RE960AS PP RFT	EJ LN JBF	2114 through 3114
275/40RF19	POTENZA RE960AS PP RFT	EJ NK JBF	2114 through 3114
225/55RF17	POTENZA RE960AS PP RFT	EJ UP JBF	2114 through 3114
245/50RF18	POTENZA RE960AS PP RFT	EJ L7 JBF	2114 through 3114
215/55RF16	DRIVEGUARD	EJ UD CHN EJ UD DKA	2114 through 3114
205/45RF17 XL	DRIVEGUARD	EJ 4L CJA EJ 4L DKA	2114 through 3114
255/40RF17	DRIVEGUARD	EJ UY CJA EJ UY DKA	2114 through 3114
225/50RF18	DRIVEGUARD	EJ 1N CJA	2114 through 3114
245/40RF18 XL	DRIVEGUARD	EJ JX CJA EJ JX DKA	2114 through 3114
255/35RF18 XL	DRIVEGUARD	EJ T5 CJA	2114 through 3114
245/40RF19 XL	DRIVEGUARD	EJ 8T CJA	2114 through 3114

How to Read Your DOT Symbol and Tire Identification Number: The DOT tire ID number can be found on at least one sidewall of a tire. This identifies the manufacturing location, tire size code, manufacturer's code and the week and year the tire was manufactured. See below for how to read the tire identification number.



- A. = DOT Symbol**
- B. = Plant of Manufacture Code**
- C. = Tire Size Code**
- D. = Tire Manufacturer's Code**
- E. = Week of Production (01-53)**
- F. = Year of Production (last two digits of year)**



To verify that your tires are eligible for replacement, please call **[insert phone]** to schedule an appointment. Again, there is no safety concern associated with your current tires. If you have more detailed questions, you can call 1-844-293-7514.

Sincerely,

[INSERT DEALER OWNER NAME]

[INSERT TITLE]

SB-10056281-7688

August 19, 2014

To: All BSRO Stores

Subject: Brand Promise / Customer Satisfaction Program for Certain Bridgestone Run-Flat Technology Tires

Bridgestone Americas Tire Operations, LLC (BATO) is initiating a brand promise / customer satisfaction program in connection with certain Bridgestone run-flat technology tires. This program is limited to 12 run-flat products manufactured during DOT weeks 2114 through 3114 at the Bridgestone tire plant in Tosu, Japan (DOT Plant code EJ). The program covers less than 7,000 units shipped in July and August throughout the U.S. and Canada. The list of these tires is outlined on Page 2. All other Bridgestone run-flat tires may be sold as usual.

I. THE BRAND PROMISE / CUSTOMER SATISFACTION PROGRAM

Through regular internal quality checks, the Bridgestone Tosu plant identified a potential reduction of zero pressure driving distance. Based on our commitment to consumers at the time of sale, we are initiating this program for these 12 products.

There is no safety concern. The tires subject to this program meet all applicable federal motor vehicle safety standards and will still function as designed when properly inflated. The 12 products in this program also still deliver the added benefit of being able to continue driving in the event of total air loss; however, in some instances, they may not travel as far as expected.

This potential reduction of zero pressure driving distance is attributed to one machine at the Tosu plant and is limited to a defined time period (from DOT week 21 to week 31 of 2014). This has since been corrected.

This program is not a recall; however, in order to meet our brand promise, we are stopping the sale of the 12 products described above and giving consumers an opportunity to return them for full replacement free of charge. This program ends on December 31, 2014.

II. ACTIONS REQUIRED BY BSRO

Examine your new tire inventory for tires subject to this program. These tires cannot be sold and must be returned to a BATO distribution center. Please contact BSRO Customer Service at 1-855-605-7324 to report the number of tires within the identified DOT time period, as well as those outside the scope of the program. You will also receive further instructions regarding a RGA (Return Goods Authorization), if appropriate, for tires covered under the program. Tires outside the scope of the program can be sold. BATO and BSRO will work together to leverage existing inventory to ensure all consumer needs are met to the fullest extent, meaning some inventory may be redistributed.

BSRO in Bloomingdale is currently reviewing the sales database to identify all consumers who have purchased tires subject to this program and will supply that data directly to BATO for consumer notification.

Please use the normal tire warranty adjustment procedure when replacing tires under this program. The tires must be processed as 'no charge' adjustments. Select the "Other-Other" option on the POS drop-down menu as the reason for removal.

Should consumers have any additional questions, please direct them to call Bridgestone Technical Services at 1-800-847-3272.

III. TIRES APPROVED FOR REPLACEMENT

This program is for direct replacement of the consumers' tires with the same line and size, manufactured outside of the time period subject to this program. After sorting your inventory as described in Section II above, you may have tires outside the identified time period (DOT weeks 2114 through 3114) suitable for replacement.

Thank you for your cooperation.

Sincerely,

Stu Crum

President, BSRO

Only the tires with DOT Plant code EJ and DOT dates 2114 through 3114 are subject to this program

ARTICLE	TIRE SIZE	LOAD RANGE	DESCRIPTION	DOT CODE	DOT Weeks/Year
001372	215/55RF16		DRIVEGUARD	EJ UD CHN EJ UD DKA	2114 through 3114
010473	275/35RF18		POTENZA RE960AS PP RFT	EJ KT JBF	2114 through 3114
010507	245/45RF19		POTENZA RE960AS PP RFT	EJ LN JBF	2114 through 3114
010524	275/40RF19		POTENZA RE960AS PP RFT	EJ NK JBF	2114 through 3114
010541	225/55RF17		POTENZA RE960AS PP RFT	EJ UP JBF	2114 through 3114
010558	245/50RF18		POTENZA RE960AS PP RFT	EJ L7 JBF	2114 through 3114
011612	205/45RF17	XL	DRIVEGUARD	EJ 4L CJA EJ 4L DKA	2114 through 3114
011765	255/40RF17		DRIVEGUARD	EJ UY CJA EJ UY DKA	2114 through 3114
011816	225/50RF18		DRIVEGUARD	EJ 1N CJA	2114 through 3114
011867	245/40RF18	XL	DRIVEGUARD	EJ JX CJA EJ JX DKA	2114 through 3114
011901	255/35RF18	XL	DRIVEGUARD	EJ T5 CJA	2114 through 3114
011918	245/40RF19	XL	DRIVEGUARD	EJ 8T CJA	2114 through 3114





Bridgestone Americas Tire Operations, LLC
535 Marriott Drive
Nashville, TN 37214-0991
Phone: (615) 937-3587 Fax: (615) 493-0556
E-Mail: barattajohn@bfusa.com

JOHN BARATTA
PRESIDENT CONSUMER REPLACEMENT TIRE

To: Authorized Bridgestone Retailers

Subject: Brand Promise / Customer Satisfaction Program for Certain Bridgestone Run-Flat Technology Tires

Bridgestone Americas Tire Operations, LLC (BATO) is initiating a brand promise / customer satisfaction program in connection with certain Bridgestone run-flat technology tires. This program is limited to 12 run-flat products manufactured during DOT weeks 2114 through 3114 at the Bridgestone tire plant in Tosu, Japan (DOT Plant code EJ). The program covers less than 7,000 units shipped in July and August throughout the U.S. and Canada. The list of these tires is outlined on Page 2. All other Bridgestone run-flat tires may be sold as usual.

I. THE BRAND PROMISE / CUSTOMER SATISFACTION PROGRAM

Through regular internal quality checks, the Bridgestone Tosu plant identified a potential reduction of zero pressure driving distance. Based on our commitment to consumers at the time of sale, we are initiating this program for these 12 products.

There is no safety concern. The tires subject to this program meet all applicable federal motor vehicle safety standards and will still function as designed when properly inflated. The 12 products in this program also still deliver the added benefit of being able to continue driving in the event of total air loss; however, in some instances, they may not travel as far as expected.

This potential reduction of zero pressure driving distance is limited to one machine at the Tosu plant within a defined time period (from DOT week 21 to week 31 of 2014). This has since been addressed.

This program is not a recall; however, in order to meet our brand promise, we are requesting that you stop the sale of the 12 products identified and give consumers an opportunity to return them for full replacement free of charge. This program ends on December 31, 2014.

II. ACTIONS REQUIRED BY AUTHORIZED BRIDGESTONE RETAILERS

Examine your new tire inventory for tires subject to this program. These tires should not be sold and must be returned to a BATO distribution center. Please contact your customer service representative for a RGA (Return Goods Authorization) to return the tires.

Please also check your sales records to determine if you sold any tires covered under the program. Authorized retailers have two options for contacting consumers who purchased tires subject to the program. Bridgestone is happy to contact those consumers directly. Please call 1-844-293-7514 and provide the consumer's name, phone number, address, city, state and zip code, and we will handle accordingly. Or, you may choose to contact those consumers on your own. Attached are key messages and a consumer information letter template to help guide those discussions.

Please use the normal tire warranty adjustment procedure when replacing tires covered under this program. The tires must be processed as 'no charge' adjustments. Select the 'Other-Other' option on the ENTIRENET warranty adjustment screen as the reason for removal.

Should consumers have any additional questions, please direct them to call Bridgestone Technical Services at 1-800-847-3272.

III. TIRES APPROVED FOR REPLACEMENT

This program is for direct replacement of the consumers' tires with the same line and size, manufactured outside of the time period subject to this program. After sorting your inventory as described in Section II above, you may have tires outside the identified time period (DOT weeks 2114 through 3114) suitable for replacement. If not, please contact your customer service representative.

Thank you for your cooperation.

Sincerely,



John Baratta

President, Replacement Tire Sales

U.S. and Canada, Consumer Tire Sales Division, Bridgestone Americas Tire Operations

Only the tires with DOT Plant code EJ and DOT dates 2114 through 3114 are subject to this program

ARTICLE	TIRE SIZE	LOAD RANGE	DESCRIPTION	DOT CODE	DOT Weeks/Year
001372	215/55RF16		DRIVEGUARD	EJ UD CHN EJ UD DKA	2114 through 3114
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011901	255/35RF18	XL	DRIVEGUARD	EJ T5 CJA	2114 through 3114
011918	245/40RF19	XL	DRIVEGUARD	EJ 8T CJA	2114 through 3114



Discussion Guide for Brand Promise / Customer Satisfaction Program for Certain Bridgestone Run-Flat Tires

Introduction

- **On behalf of _____**, I am calling to make you aware of a Bridgestone brand promise/customer satisfaction program on certain run-flat technology tires, and our records indicate that you may have purchased tires covered under this program in July or August.
- There is no safety concern. The tires covered under this program meet all applicable federal safety standards. When properly inflated and under normal driving conditions all tires subject to this program fully meet performance expectations and still deliver the added benefit of being able to drive in the event of total air loss; however, in some limited instances, they may not travel as far as expected at zero pressure.
- We strive to ensure the best possible customer experience by delivering fully on the promises we make at the time of sale. Based on this commitment, we are offering you an opportunity to replace your tires free of charge.

Action

- To verify that your tires are eligible for replacement, we can schedule an appointment or have you stop by the store at your convenience.
- Or, if you would prefer reading the information off your tire, I can walk you through that right now.

Conclusion

- If tire isn't covered under the program
 - Thank the consumer for his or her time and provide the Bridgestone number if there are any additional questions (1-844-293-7514).
- If the tire is covered under the program
 - Remind the consumer that the current tires on his or her vehicle are safe
 - Schedule an appointment to replace their tires following the steps detailed in the letter
 - Provide the Bridgestone number for additional questions (1-844-293-7514)

August X, 2014

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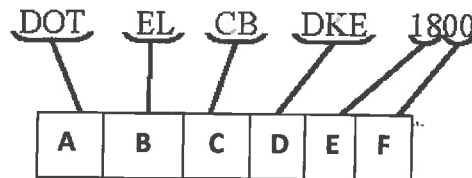
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How to Read Your DOT Symbol and Tire Identification Number: The DOT tire ID number can be found on at least one sidewall of a tire. This identifies the manufacturing location, tire size code, manufacturer's code and the week and year the tire was manufactured. See below for how to read the tire identification number.



- A. = DOT Symbol**
- B. = Plant of Manufacture Code**
- C. = Tire Size Code**
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- E. = Week of Production (01-53)**
- F. = Year of Production (last two digits of year)**



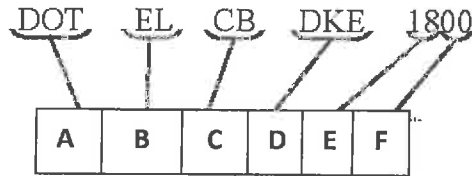
To verify that your tires are eligible for replacement, please call **[insert phone]** to schedule an appointment. Again, there is no safety concern associated with your current tires. If you have more detailed questions, you can call 1-844-293-7514.

Sincerely,

[INSERT DEALER OWNER NAME]

[INSERT TITLE]

How to Read Your DOT Symbol and Tire Identification Number: The DOT tire ID number can be found on at least one sidewall of a tire. This identifies the manufacturing location, tire size code, manufacturer's code and the week and year the tire was manufactured. See below for how to read the tire identification number.



- A. = DOT Symbol**
- B. = Plant of Manufacture Code**
- C. = Tire Size Code**
- D. = Tire Manufacturer's Code**
- E. = Week of Production (01-53)**
- F. = Year of Production (last two digits of year)**



If you would like to schedule an appointment to verify that your tires are eligible for replacement, please call 1-844-293-7514. You may also visit the store where you made your original tire purchase at your convenience. We are also available at the number above to answer any questions you may have about the program.

We value your business at Bridgestone. Thank you for the opportunity to ensure we provide you with the best possible product experience.

Sincerely,

[insert name]

[INSERT DATE]

Dear Customer:

This letter is a follow-up to the telephone conversation you recently had with a representative from Bridgestone Americas Tire Operations. As discussed on the phone, Bridgestone is conducting a brand promise/customer satisfaction program on certain run-flat technology tires, and our records indicate that you may have purchased tires covered under this program in July or August.

There is no safety concern. The tires covered under this program meet all applicable federal motor vehicle safety standards. When properly inflated and under normal driving conditions all tires subject to this program fully meet performance expectations and still deliver the added benefit of being able to drive in the event of total air loss; however, in some limited instances, they may not travel as far as expected at zero pressure.

We strive always to ensure the best possible customer experience by delivering fully on the promises we make at the time of sale. It is based on this commitment that we are offering you an opportunity to return tires subject to this program. We will replace covered tires free of charge with tires in the same line and size as your original purchase, manufactured outside of the time period subject to this program.

During the conversation, you indicated you may choose to keep your current tires on your vehicle. Should that change, you can visit the store where you made your original tire purchase to verify your tires are covered under the program and facilitate replacement. This program ends on December 31, 2014.

If you have any questions, please call 1-844-293-7514. We value your business at Bridgestone. Thank you for the opportunity to ensure we provide you with the best possible product experience.

Sincerely,

[insert name]

[INSERT DATE]

Dear Customer:

Thank you for scheduling an appointment to visit [insert location name] as part of the Bridgestone Americas Tire Operations, LLC., Brand Promise/Customer Satisfaction Program for certain run-flat technology tires.

As we discussed on the phone, our records indicate that you may have purchased tires covered under the program in July or August. There is no safety concern. The tires covered under this program meet all applicable federal motor vehicle safety standards. When properly inflated and under normal driving conditions all tires subject to this program fully meet performance expectations and still deliver the added benefit of being able to drive in the event of total air loss; however, in some limited instances, they may not travel as far as expected at zero pressure.

We strive always to ensure the best possible customer experience by delivering fully on the promises we make at the time of sale. It is based on this commitment that we are offering you an opportunity to return tires subject to this program. We will replace covered tires free of charge with tires in the same line and **size** as your original purchase, manufactured outside of the time period subject to this program.

If you have any questions before or after your visit, please call 1-844-293-7514. We value your business at Bridgestone. Thank you for the opportunity to ensure we provide you with the best possible product experience.

Sincerely,

[insert name]