

Bridgestone Americas
200 4th Avenue South
Nashville, TN 37201

July 14, 2021

Dear Valued Dealer:

In November 2020, Bridgestone began shipping a new version of the **Bridgestone Potenza S001** tire in **245/40RF21** and **275/35RF21** sizes. The new version contains incremental improvements over the previous version. While most consumers will not notice a difference in tire performance, the appearances of the tread and sidewall of the two versions are slightly different. Specifically, the previous version has a rim protector molded into the lower sidewall (Fig. 1A) that is not present on the new version (Fig. 1B), and the previous version has a circumferential groove in one shoulder rib (Fig. 2A) that is not present on the new version (Fig. 2B).



Figure 1A. Old version with rim protector.



Figure 1B. New version without rim protector.



Figure 2A. Old version with circumferential groove in shoulder rib.



Figure 2B. New version without circumferential groove in shoulder rib.

It has come to our attention that the same article number was used on the tire labels for the two versions of the Potenza S001 tire in 245/40RF21 and 275/35RF21 sizes. As such, it is possible to install different versions of the tire on the right and left sides of the same axle. **While doing so creates no safety issue**, it could result in slight but noticeable cosmetic differences in the vehicle's tires, which may result in customer dissatisfaction.

Our records show that you received shipment(s) of the new Bridgestone Potenza S001 tire in 245/40RF21 and 275/35RF21 sizes between November 1, 2020 and May 20, 2021 and may have these tires in your inventory.

To ensure customer satisfaction, we are requesting that you return these tires to Bridgestone so that we can relabel them with new article numbers. The new version of the tires can be identified by the 3-character designation in the 5th through 7th positions of the Tire Identification Number (highlighted in the table below). Specifically, the Potenza S001 in size 275/35RF21 will have "CJD" in the TIN while the 245/40RF21 size will have "CJF" in this position in the TIN. Please review your inventory for the below tires:

Article #	Brand	Pattern	Size	TIN/DOT Code
0005973	Bridgestone	Potenza S001	275/35RF21	EJ V3 CJD XXXX
0007212	Bridgestone	Potenza S001	245/40RF21	EJ UN CJF XXXX

If you have these tires in inventory, please call Bridgestone Consumer Customer Support at 1-800-668-0345 to arrange for tire return. Please do not permanently mark, disable or otherwise alter any tires eligible for return. Once the tires are returned and received by Bridgestone, your account will be credited accordingly.

In the meantime, if you are aware of any vehicle owner with questions or dissatisfaction over the appearance of their Bridgestone Potenza S001 tires in the above sizes, please advise them to call Bridgestone Technical Service at 1-800-847-3272.

Consumer satisfaction with our products is a top priority for Bridgestone. We appreciate your partnership and attention to this matter as we work together to address this situation. Please don't hesitate to reach out to me directly with any questions.

Best Regards,



Brad Booth
Vice President, Consumer Replacement Tire Sales, U.S. & Canada
Bridgestone Americas Tire Operations