

FOR IMMEDIATE RELEASE

**Contact: Media Center
(877) 201-2373**

535 Marriott Drive
Nashville, TN 37214-0990
Media Center: 877.201.2373
Voice: 615.937.1000
Fax: 615.937.1414

**BRIDGESTONE BRAND MOTORCYCLE
TIRE CAMPAIGN**

NASHVILLE, Tenn. (Aug. 22, 2008) – Bridgestone Firestone North American Tire, LLC (BFNT) today announced it will be initiating a voluntary recall campaign on behalf of Bridgestone Corporation of Japan (BSJ) to replace approximately 4,202 specialty motorcycle tires. There have been no structural or performance safety issues with these tires. BFNT has determined that the tires may be missing various sidewall marking (labeling) requirements.

Specifically, certain bias Bridgestone brand motorcycle and motor scooter tires that were manufactured in Japan, fail to conform to the Federal Motor Vehicle Safety Standard 119 (49 CFR Chapter V, Part 571.119). The Tire Identification Number (TIN) is marked on the sidewall; however, the 'DOT' symbol is missing. In addition, the maximum load rating, corresponding inflation pressure markings, the 'tube type' markings, and the stamping indicating the ply cord material and the number of plies are missing from the sidewall. These tires were sold in the replacement market through motorcycle shops and were not original equipment tires. The subject tires were manufactured for sale in the Japanese and European Markets and meet JATMA and ETRTO standards. System enhancements have been taken to assure that these tires will not be exported to the U.S. in the future.

The voluntary recall will continue until November 30, 2008. Customers who have been identified as potential purchasers of the affected tires will be issued a letter stating that the owner should check all tires fitting the above description to confirm they are the affected tires. Dealer locations will replace the subject tires with new tires at no charge to the customer.

-more-

2-2-2-2

The customer should then visit their motorcycle dealer for replacement.

Tires Included in this campaign:	<u>Tire Line</u>	<u>Size</u>
	ACCOLADE	4.00-18
	ACCOLADE	3.50-19
	ACCOLADE	3.50-18
	BATTLAX	90/90-10
	BATTLAX	3.50-10
	RS10	2.50-17
	SP UNIVERSAL	3.50-8

Motorcycle dealer locations will administer tire replacement at no charge to the customer until November 30, 2008. At that time this program ends.

- **Web site:** For information about how to identify and replace the tires covered by this campaign please go to: <http://www.motorcycle-karttires.com/index.aspx>

About Bridgestone Firestone North American Tire, LLC:

Nashville, Tenn.-based Bridgestone Firestone North American Tire, LLC (BFNT) is a subsidiary of Bridgestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BFNT develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The company is focused on wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, motorcycle, agricultural and other tires to its customers in North America. In addition, through its Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

###