

# Firestone

World's Number 1  
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### VINCENT TO SUCCEED CERIO AS FIRESTONE INDUSTRIAL PRODUCTS COMPANY, LLC PRESIDENT

INDIANAPOLIS, Ind. (March 16, 2010) — Firestone Diversified Products, LLC (FSDP) today announced that John Vincent has accepted the position of President, Firestone Industrial Products Company, LLC (FSIP), effective June 1, 2010. He will succeed Mike Cerio, who has elected to retire after 38 years with the Bridgestone Americas and Firestone companies.

"Mike has had an extremely successful career," said Ken Weaver, Chairman, CEO and President of FSDP, the parent company of FSIP. "His contributions to FSIP as President over the past seven years have been significant. He led the organization through an impressive global expansion and managed the business through unprecedented economic hardship."

Cerio's career within the company began in 1972, when he joined the then-Firestone Tire and Rubber Company as a Development Engineering Trainee. After being promoted to Original Equipment Account Manager in 1986, he was named Manager of High Performance Business Operations in 1989. Cerio held several positions in the marketing division before accepting the title of Executive Director, Consumer Corporate Accounts and Private Brands in 2000. He became President of FSIP in 2003. He holds a bachelor's degree in mechanical engineering from Syracuse University. Cerio and his wife, Becky, plan to return to the Nashville area to be closer to family during retirement.

Vincent assumes his new role as FSIP President after having previously held several positions within the Bridgestone Americas family of companies. First joining the company in 1982 at its former headquarters in Akron, Ohio, Vincent held several finance and internal audit positions before being named Manager of North American Pricing and Sales Analysis in 1988. He accepted the position of Director Associate Brands for Dayton Tire (acquired by the company in 1961) and relocated to Oklahoma City in 1996. In 2000, he was promoted to President of wholly-owned Webco Tire & Wholesale based in Jacksonville, Fla. Vincent returned to Akron as Managing Director of Firestone Vehicle Systems in 2002, and became President of Firestone Polymers Company (now a subsidiary of Bridgestone Corporation) in 2004. He holds a bachelor's degree in accounting from Gannon University and earned his MBA from the University of Pittsburgh.

As President of FSIP, Vincent will report directly to Weaver.

"John is no stranger to our Diversified Products teammates, and his many years of experience within the polymers and tire divisions of the company will serve him well in this new role," Weaver said. "John is an extraordinarily qualified leader and we look forward to his contributions to the success of FSIP."

#### **About Firestone Industrial Products Company, LLC:**

*Firestone Industrial Products Company, LLC, a subsidiary of Firestone Diversified Products, LLC, specializes in air spring manufacturing and technology with a history of more than 70 years of research and development of technologically advanced air springs for the global marketplace. With headquarters in Indianapolis, Ind., and quality-certified manufacturing/assembly plants and technical centers throughout North America, South America, Europe and Asia, the company produces suspension products for commercial trucks & trailers, cars, sport utility vehicles, light trucks, minivans, vans and motor homes. Firestone facilities are ISO-14001, ISO-9001 and TS-16949 Certified.*