Firestone Industrial Products Newsletter

Asia Pacific Heavy Duty Aftermarket and OE

December 2010

A Message from the President, John Vincent

John Vincent, President, FSIP

Firestone Industrial Products has served as a trusted resource for more than 70 years, providing you with high-performing, dependable air spring products. We bring innovation to every aspect of product design and produce a wide range of state-of-the-art products, as well as proactively anticipate and quickly respond to the worldwide needs of the heavy-duty, light-duty and automotive industries.

In the last seven years, we have achieved significant global expansion. The company has relocated its European headquarters, opened a distribution center, a branch office, an assembly facility and manufacturing plants, as well as formed a joint venture that has enhanced the company's presence in India, all while managing the business through turbulent economic times.

Firestone Industrial Products will continue to build on this momentum and grow its impressive list of worldwide locations. Globalization may have brought new, competing products to the international marketplace, however, our long-standing tradition of professionalism, quality and technical expertise remains unrivaled.

Our dependable and ever-evolving line of products utilizes the most advanced materials and meets or exceeds the world's most rigorous testing standards. We continue to enhance the value and functionality of our products through initiatives such as developing lighter-weight products to improve fuel efficiency.

As we prepare for what's to come economically, technologically and environmentally, we will continue to offer high-quality, industry-leading air springs and the reliable support you have come to expect. We remain vigilant in our efforts to be forward thinking and continue to be a trusted global leader in air spring production.

Sincerely,

John Vincent
President

ECO ACTION UPDATE

The Williamsburg, Ky., USA, plant is making strides in strengthening its efficiency and reducing waste. The installation of two fixed capacitors has reduced the peak load of the facility. The plant has also reduced its carbon footprint with the installation of a new four-roll calender, which helps to eliminate defective waste.

China Delegation Tours North American Facilities, Attends Industry Trade Show

Susan Xu, general manager of Beijing Firestone, hosted a group of customers, including representatives from Corpco and Komman, at the 2010 Mid-America Trucking Show (MATS) in Louisville, Ky., USA.

The delegation joined Firestone Industrial Products in the company's hospitality suite, which showcased products and provided refreshments to Firestone customers. The group also enjoyed a tour of the Williamsburg, Ky., USA, facility, where they experienced a first-hand look at the manufacturing process, and the Carmel, Ind., USA, corporate office, where they engaged in technical discussions with the engineering department.

Susan Xu, general manager of Beijing Firestone, poses with customers in front of the Firestone World Headquarters building in Indianapolis, Indiana during their North American Tour.

Proper Specification, Maintenance Can Maximize Air Spring Life and Performance

MotorIndia magazine features an article by Firestone teammates specific to the bus industry in India.

Check out the July issue of MOTORINDIA for a bylined article by Firestone Industrial Products' Arun Kumar, Managing Director in Asia, and Steve Street, International and North American Heavy-Duty Spring Development Manager. The article, specific to the bus industry in India, touches on a variety of topics, including why air springs are essential, proper specifying and installation, and the importance of maintenance to increase longevity of an air spring. To read the online version of the article in its entirety, click here.

Firestone Industrial Products Welcomes Two New Team Members

Firestone Industrial Products is pleased to welcome Sarika Rastogi, the company's new finance manager. Rastogi will play a key role in the development of the Asia Strategic Business Unit, and will work closely with, and provide oversight to, the finance and account functions of the company's operations in Asia SBU, Gurgaon, India; Firestone TVS, Madurai, India; and Beijing Firestone Air Springs, LLC, China.

Perumal Bhagwati has joined the company as a new technical manager with Firestone TVS Private Ltd. Based in Madurai, India, He will play a central role in the company's production and technical capabilities at the manufacturing plant.

Ms. Sarika Rastogi

Perumal Bhagwati

Firestone TVS Plant Expands, Begins Production of Rail Springs

Earlier this year, the company expanded its Firestone TVS facility in Madurai, India. As a result of the space increase, the facility can now house up to two presses, a build machine and crimper, as well as additional testing equipment. The press produces convoluted parts for suspension manufacturers.

Additionally, the facility is now equipped to produce air springs for rail applications at the Madurai, India, facility. Qualifications have also been met for the production of 1T60 parts used in Australian rail cars, and the process of re-qualifying the 1T86 part for Indian Railways is underway.

Annual Training School Focuses on Ride-Rite™ Air Helper Spring Applications and Installations

This year's Annual Asia-Pacific Training School in Kuala Lumpur, Malaysia, focused on Ride-Rite™, the company's light duty product line. The two-day event, held July 9-10, provided the company's distributors in Asia with real-world product training and hands-on installation experience.

Annual Asia-Pacific Training School focused on Ride-Rite air helper springs.

Firestone Air Springs on Display at Busworld Asia

Firestone exhibits at the 10th annual Busworld Asia show in Shanghai, China.

In May, Bridgestone Firestone America (BFA) exhibited at the Busworld Asia Show in Shanghai, China. BFA, which has nearly 50 percent of the bus air-suspension market share in China, was one of a myriad of exhibitors to occupy the 22,000 square-meter facility. Also on display at the show were buses equipped with original equipment from Firestone. This year's Busworld Asia, themed "Innovation Spirit, China Attitude and Global Outlook," was the 10th annual show.