

Firestone

World's Number 1
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Media Center ● 250 W. 96th Street ● Indianapolis, IN 46260 ● 877.201.2373

FIRESTONE INDUSTRIAL PRODUCTS OFFERS COIL-RITE KIT FOR 2009 DODGE RAM 1500

INDIANAPOLIS (USA) (October 26, 2009) – Firestone Industrial Products Company, LLC offers its Coil-Rite™ air helper spring kits for 2009 Dodge Ram 1500 Series trucks, fitting 2WD and 4WD models.

The '09 Dodge Ram Coil-Rite kit (part #4185) is a no-drill application designed to increase vehicle stability, improve braking effectiveness, steering and balance, and keep headlights properly aimed. Firestone's Coil-Rite springs, which are installed inside the vehicle's existing coil springs, also help level the vehicle and reduce tire wear.

"Our Coil-Rite air helper springs can be easily adjusted for varying loads and road conditions by increasing or decreasing the air pressure in the helper springs, just like drivers would adjust the air pressure in a tire," said Todd Green, regional sales manager, Firestone Industrial Products, Ride-Rite™ division. "We also offer our popular Air-Rite™ air accessory systems, which complement the Coil-Rite kit by allowing drivers to adjust the air with a push of a button installed on the dashboard."



A pair of Coil-Rite air springs supports up to 1,000 pounds of load leveling capacity. (Note: Air springs do not increase the load-carrying capacity of the vehicle. Do not exceed the vehicle's recommended Gross Vehicle Weight Rating [GVWR]).

Coil-Rite kits can be installed in about one hour and include air springs, hardware, air line and separate valves for manual inflation. Trained technicians are available toll-free (800.888.0650) to answer any product application, installation or warranty questions Monday through Friday from 7:30 a.m. to 4:30 p.m. EST.

Coil-Rite air helper springs are part of Firestone's Complete Suspension Solutions, which also offer Ride-Rite™, Sport-Rite™ and Level-Rite™ air helper springs. These products have become synonymous with quality, durability and outstanding customer support. For more information, visit www.ride-rite.com.

-more-

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.

-###-

**Photo is Coil-Rite representation only. May not be exact kit that is referenced.*