

Firestone

World's Number 1
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

NEWS RELEASE

FOR IMMEDIATE RELEASE

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NEW DODGE RAM LEVEL-RITE™ AIR HELPER SPRINGS AVAILABLE FROM FIRESTONE INDUSTRIAL PRODUCTS CO.

INDIANAPOLIS (USA) (October 26, 2009) – Firestone Industrial Products Company, LLC introduces its Level-Rite™ air spring over damper suspension for the 2009 Dodge Ram 2500 and 3500, both 2WD and 4WD (part #1004).

The new Level-Rite system helps level the front end of vehicles that carry additional weight on the front such as a winches, snow plows, slide-in campers and Texas Style bumpers. Featuring a fully protected air spring paired with a high-performance Bilstein* monotube shock absorber, Firestone's Level-Rite kits are designed to improve vehicle control and stability, reduce bottoming and suspension fatigue, and allow for control of front ground clearance.

"When weight is added to a vehicle's front end by extra equipment and accessories, suspension components can begin to wear down prematurely," said Todd Green, regional sales manager, Firestone Industrial Products, Ride-Rite™ division. "Level-Rite is designed to reduce suspension fatigue by preventing factory torsion bars and coil springs from sagging under heavy loads."



Firestone offers the Dodge Ram Level-Rite kit with everything needed for an easy, no-drill installation that takes less than an hour. The kit includes air springs featuring billet aluminum pistons and restraining cylinders, high-performance shock absorbers, polyurethane bushings, air line tubing and fittings, and all necessary hardware. Level-Rite comes with a two-year limited warranty and optional air accessories, such as the Air-Rite™ air accessory system that lets drivers make air pressure adjustments with a push of a button installed on the dashboard.

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 pm. EST.

The Level-Rite system is part of Firestone's Complete Suspension Solutions, which also offer Ride-Rite™, Sport-Rite™ and Coil-Rite™ air helper springs. These products have become synonymous with quality, durability and outstanding customer support.

For more information, visit www.ride-rite.com.

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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.

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** Bilstein is a trademark of Thyssenkrup Bilstein Suspension GmbH*