Firestone Industrial Products Newsletter

July 2009

ECO ACTION UPDATE

Firestone Industrial Products has made significant strides in reducing the company's impact on the environment through enhanced products and better processes. To highlight these milestones and build momentum for ongoing success, we will feature an exceptional "Eco-Action Update" in each newsletter.

The Firestone teams at the Williamsburg, Ky., and Dyersburg, Tenn., plants have implemented a noteworthy waste reduction program that has diverted more than 4,800 tons of material from being landfilled. While recycling is a cornerstone of the program, the plants are also reviewing specifications in an effort to buy raw materials that will result in less waste. Thus far, the Dyersburg plant has reduced the amount of materials recycled by 25 tons per year, which means less overall waste in their operations.

A Message from the President, Mike Cerio

Michael A. Cerio, President, FSIP

Despite an unpredictable economy and challenging times in the heavy duty and automotive industries, Firestone Industrial Products remains a strong and financially stable corporation. Internally, we have continuously adjusted our expenses and operations to align with the current business environment. Globally, we have strategically positioned our operations to leverage opportunities for growth in emerging markets.

In addition to a new manufacturing facility in Costa Rica, we have established a new warehouse in Singapore to better serve our customers in Asia. The business and technical center in Arnhem continues to serve as an industry resource for engineering and design innovation. And, our North American team remains strong while maintaining its leadership role in the industry.

Firestone Industrial Products continues to further optimize global operations, quality, engineering and customer service. We are, and have positioned ourselves as, the "World's Number 1 Air Spring".

Sincerely,
Mike Cerio
President

Costa Rica is Home to New Firestone Air Springs Facility

New Firestone Air Spring Plant in Costa Rica

Firestone Industrial Products recently added a new international facility to its global air springs operation. Grand opening festivities for the new manufacturing plant in Turrialba, Costa Rica, were held on April 28, and included appearances by company officials and the President of Costa Rica, Dr. Oscar Aria Sanchez. The 123,000 square-foot facility manufactures AIRIDE™ air springs and Marsh Mellow™ springs, used in vehicular and industrial applications. The new facility will provide more than 100 jobs to the area.

New Co-Op Advertising Program Gives Partners the Biggest Bang for Their Buck

Firestone Industrial Products is helping its partners sharpen their competitive edge with a new co-op advertising program. To maximize advertising dollars, Firestone works collaboratively with qualified customers to promote their company and Firestone through shared advertising projects. Tools available through the program include print ads and online banner ads as well as tips on how to effectively use advertising in a variety of media. To learn more about the program, contact your Firestone sales representative.

Working with our partners to maximize advertising dollars through new co-op program

AIRIDE™ Makes Appearance at HDAW

Firestone Industrial Products exhibited in Orlando, FL in February at the 2009 Heavy Duty Aftermarket Week. At North America's largest gathering of the independent, heavy-duty industry, Firestone connected with customers, manufacturers and service providers.

Firestone Introduces New Concepts at March Tradeshow

March was an exciting month for Firestone Industrial Products, showcasing five new conceptual products at the Mid-America Trucking Show, March 19-21 in Louisville, Ky, U.S. New innovations unveiled at the show included:

- Heavy duty commercial vehicle lateral bumpers for improved performance and product life, and conical style bumpers for reduction of bump-through felt with plastic bumpers.
- Acoustical internal height sensor featuring non-contact distance measuring and temperature compensation.
- Dot peen identification system that displays air spring ID information, making it easy to identify the style of air spring, even after harsh field service.
- Heavy duty auto-style air springs, an alternative to 1T style springs that feature a weight savings of 30 to 40 percent.
- Load-adaptive shock optional upgrade to the Ride-Rite™ product line.

Indianapolis 500 Event is a Big Hit for Firestone

Three-time winner Helio Castroneves made a stop at the Firestone Hospitality Suite to share his exciting win with Firestone guests at this year's Indianapolis 500, which took place over Memorial Day weekend at the Indianapolis Motor Speedway. Ken Weaver, president of Firestone Diversified Products, joined customers, employees and friends to experience the sights, sounds and celebrations associated with the Indianapolis 500 race. In the morning, Mario Andretti visited the suite to talk to customers and sign autographs. A long-time supporter of the race, Firestone's logo was displayed on the prominent diamond-vision screen for all attendees to see.

Ken Weaver (left), president of Firestone Diversified Products, talks with Industrial Products customers following the Indy 500 in the Firestone Hospitality Suite

Firestone Adds to Heavy Duty Airide™ Spring and RideRite™ Air Helper Product Lines

Firestone Industrial Products has introduced two new additions to the company's robust line of heavy duty air springs for the aftermarket.

Application	Firestone Number	Notes
Hendrickson	W013588058	Aluminum Piston version of 8050
WorkRite™	Entry-level load management system that uses micro-cellular urethane load assist springs to augment the factory suspension.	

New Work-Rite™ Load Management System