

# Firestone

World's Number 1  
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

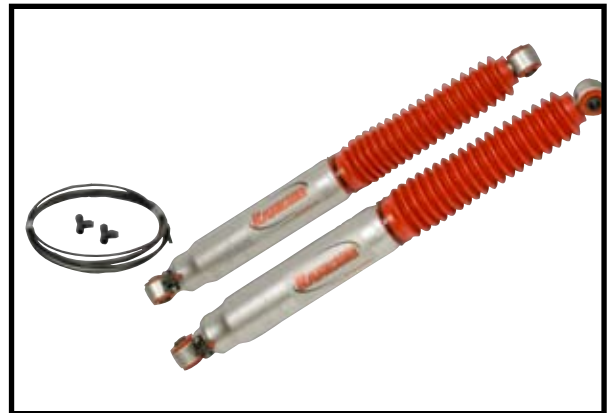
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### FIRESTONE INDUSTRIAL PRODUCTS COMPANY LAUNCHES RIDE-RITE™ LS

INDIANAPOLIS (USA) (November 2, 2009) – Firestone Industrial Products Company, LLC announces the development of Ride-Rite™ LS – new load adaptive shocks that are an ideal upgrade to the company's Ride-Rite air helper springs.

Ride-Rite LS is a tri-tube mono-flow shock absorber designed to deliver superior performance under a full range of load and temperature conditions. Firestone has partnered with the experts at Rancho® – the off-road suspension and shock division of Tenneco Inc. – to design the new load adaptive shocks specifically for Firestone air spring applications. The shock absorber is directly connected to the helper spring, allowing pressure within the air spring to automatically control the product's performance. As a result, damping is low when the vehicle is unloaded to deliver a comfortable ride and then automatically increases to stiffer damping when the vehicle is loaded for improved control.

"We designed the new Ride-Rite LS to minimize the trade-off between ride and handling at various payloads," said Todd Green, regional sales manager, Firestone Industrial Products, Ride-Rite division. "The shock performance changes dynamically with the modifications in payload on the axle, resulting in better body and roll control as well as safe and secure handling of the vehicle. And because damping level is automatically controlled by the air pressure inside the spring, there is no need to crawl under the truck to adjust the shocks."



Ride-Rite LS features durable precision-machined construction, a protective urethane dust boot and double-welded loops. The easy-to-install product comes complete with air line and "T" fittings, and it is currently available for the following applications: 2001-2009 Chevrolet Silverado 2500HD and 3500HD (part #4353); 2003-2009 Dodge Ram 2500 and 3500 (part #4350); 1999-2009 Ford F-250 over 8500 GVWR (part #4351); and 1999-2009 F-350 (part #4351).

For more information, visit [www.ride-rite.com](http://www.ride-rite.com).

Firestone's Ride-Rite LS is also a key component in R4Tech™, a hybrid air/leaf suspension system that comprises a high-quality Firestone air spring and a SANLUIS Rassini® leaf-spring suspension positioned in a unique architecture to create a fully functional system that adjusts for varying load capacities.

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.

**-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.*

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