

Firestone

World's Number 1
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Firestone Industrial Products Company Announces Web Site is Available in Eight International Languages

INDIANAPOLIS, Ind. – Firestone Industrial Products Company, LLC announces that its Web site (www.fsip.com) is now available in eight international languages.

Firestone, a leading manufacturer of vehicle air springs and air accessories, created the geographic-specific Web sites to provide access to corporate news, product descriptions and technical information to customers worldwide. Phase I of the website translation project, which includes the translation of company information and product descriptions, has been completed. Phase II, translation of the technical information, is currently underway. In addition to English, the company's Web site is now available in:

- Chinese (www.firestoneip.cn)
- Dutch (www.firestoneip.nl)
- French (www.firestoneip.fr)
- German (www.firestoneip.de)
- Italian (www.firestoneip.it)
- Polish (www.firestoneip.pl)
- Russian (www.firestoneip.ru)
- Spanish (www.firestoneip.es)

"At Firestone Industrial Products, we understand that communication is key to forming meaningful, successful business relationships," said Mike Cerio, president, Firestone Industrial Products. "We are committed to making our technical information and company resources available in our customers' native languages so they can easily and efficiently conduct business with us."

Throughout the year, Firestone plans to continue translating information as well as registering international web domain names.

Firestone's Complete Suspension Solutions include Airide™, Ride-Rite™, Sport-Rite™, Coil-Rite™ and Level-Rite™ air springs. These products have become synonymous with quality, durability and outstanding customer support.

Firestone Industrial Products, a subsidiary of Bridgestone Firestone Diversified Products (BFDP), specializes in air spring manufacturing and technology with a history of more than 65 years of research and development of technologically advanced air springs. With headquarters in Indianapolis, Ind., USA, and six quality certified manufacturing/assembly plants located on four different continents, the company produces suspension products for commercial trucks & trailers, buses, rail cars, cars, sport utility vehicles, light trucks, minivans, vans and motor homes.

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