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FIRESTONE INDUSTRIAL PRODUCTS COMPANY

NEWS RELEASE

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Contact: • Casey Milano • McCullough Public Relations • 330.244.9980

Firestone Industrial Products Outfits Crossover Vehicles with Air Helper Springs Kits

New Coil-Rite™ Product Available for 2009 Ford Flex

INDIANAPOLIS, Ind. – As the market for Crossover Utility Vehicles (CUVs) continues to grow, Firestone Industrial Products Company, LLC is meeting customer demand with its Coil-Rite™ air helper springs kits for CUVs, including the new 2009 Ford Flex, 2007-2009 Ford Edge, 2007-2009 Lincoln MKX and 2002-2007 Saturn Vue.

"Many drivers are turning to smaller crossover vehicles that are more fuel efficient than trucks and SUVs," said Todd Green, regional sales manager, Firestone Industrial Products, Ride-Rite™ division. "By adding an air helper springs kit, drivers can maximize the functionality and the safe load carrying capacity of their CUV when towing gear for weekend camping trips or family vacations."

Firestone Coil-Rite air helper springs are designed to reduce wear and tear caused when vehicles tow heavy loads. Additional benefits include a more level vehicle, increased stability, improved steering and balance, and reduced tire wear.

"Our Coil-Rite kits also assist drivers in preventing vehicle 'bottoming out' and poor ride quality that's commonly associated with heavily loaded CUVs," Green said.

The no-drill Coil-Rite kits include Ford Flex (part #4177), Ford Edge and Lincoln MKX (part #4171) and Saturn Vue (part #4167). For more information, visit www.ride-rite.com and select "Applications."

A pair of Coil-Rite air springs supports up to 500 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]). The air springs can be adjusted for varying loads and road conditions by increasing and decreasing the air pressure within the helper springs.

The company also offers Air-Rite™ air accessory systems – the Level Command II and Dual Electric Air Command – to complement the Coil-Rite kit and allow drivers to adjust the air with a push of a button installed on the dashboard.

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 include 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.

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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