

Firestone

World's Number 1
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Firestone Exhibits Air Spring Line at Equip Auto Show

Firestone Industrial Products, LLC, a subsidiary of Bridgestone Firestone Diversified Products (BFDP), specializes in air spring manufacturing and technology with a history of more than 60 years of research and development of technologically advanced air springs.

With headquarters in Indianapolis, Indiana, and six manufacturing plants located on four different continents, the company produces suspension products enhancing the driving experience for drivers of heavy duty truck/trailers, buses, rail vehicles, passenger cars, SUVs, light trucks, minivans, vans and motor homes.

Firestone first established its European headquarters in 1981 in London, England. Since then, its presence in the European original equipment manufacturers (OEMs) and aftermarket air suspension market has dramatically increased. "Firestone prides itself in the long-term relationships with its vast distribution network. These relationships, as well as an infrastructure comprised of local manufacturing, warehousing, and customer service, are cornerstones to its success," said Julian Blackwell, European Sales Director, Firestone Industrial Products.

Since 2005, Firestone has improved its quality commitment and supply chain by increasing its European product line by more than 60%. One large contributor to this increase is the manufacturing plant in Wolsztyn, Poland. After receiving approval to ship product to an original equipment manufacturer, Weweler, nearly a year ago, the ISO 9001 -certified and ISO 14001-recommended plant is planning to implement ISO/TS 16949 standards before the end of 2007, further demonstrating its commitment to efficient processes, high quality products and the environment in and around Wolsztyn.

In keeping with the principles of quality and environment, Firestone has launched a better performing, environmentally-friendly coating on our metal components, such as bead plates, brackets and pistons. Hexavalent chromium (CR(VI)) has been commonly used in the coating of metal components to improve corrosion resistance. Due to continuous improvement, Firestone has introduced a new silver finish, trivalent chromium (III) (CR(III)) coating. "CR(III) provides a better product for our customers, employees, suppliers, and the environment with compliance to ASTM specifications and OSHA environmental standards." Blackwell says, "Through significant research, development, and validation efforts, Firestone has found a coating to exceed the standard expectations."

Firestone's continued success in development of product is in part due to efficient organization and its engineering resources. Its globalization strategy is committed to investing in the regional needs of its customers, regarding both the OEM's and aftermarket. Firestone's concerted efforts for the European market include the expansion of the aftermarket product breadth with air springs for the Volvo FH-12, Actros, and BPW suspensions, featuring a complete range in both steel and plastic piston alternatives.

Air suspensions are used on a vast majority of heavy duty vehicles in North America and Europe, with a growing penetration worldwide. Firestone customers can expect continued commitment to innovation and quality from a company that produces *The World's Number One Air Spring*. For more information, visit the Firestone booth at the Equip Auto Show in Hall 6.

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