

# Firestone

World's Number 1  
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### FIRESTONE BRINGS AN AWARD-WINNING LOOK TO ITS U.S.-BASED TRUCK FLEET

INDIANAPOLIS, Ind. (July 31, 2007) — Taking advantage of the fact that it just recently leased new trucks and trailers for use in, Firestone Industrial Products Company, LLC (FSIP) has decked out its new “wheels” with an award-winning design that reflects the history and tradition of the company’s iconic Firestone brand. The new truck and trailer design was one of only 11 to receive 2007 Vehicle Graphics Award from Fleet Owner magazine in June.

The prized look has at its heart the company’s heritage with the Firestone brand, while at the same time communicating a strong message about FSIP’s leadership position in its core product line, air springs. A key component of the new design is the use of 3M reflective graphics which promotes easy identification and safety by providing sharp night and daytime visibility.

“We are very proud of the updated look designed by our graphics department,” said Lori Price, Division Logistics Manager, FSIP. “Not only is the reflective material safety conscious, but it helps get our message out 24 hours a day.”

The fleet of six tractors and 21 trailers are scheduled to run between Indiana, Kentucky, Tennessee and Michigan. Its main purpose is to haul raw material, components and finished products among suppliers, plants and warehouses. FSIP employs eight drivers with designated weekly routes. This allows FSIP to maintain control, meanwhile offering flexibility and convenience to stakeholders.

“With the new equipment, not only are we more efficient, but we are able to bring a new look to the market,” Price continued. “Our new design is proving to be very popular with our employees and our customers.”

#### **About Firestone Industrial Products Company (FSIP), LLC:**

*Firestone Industrial Products Company, 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 truck/trailer, buses, rail vehicles, passenger cars, sport utility vehicles, light trucks, minivans, vans, and motor homes.*



Photographed by Dale A. Pickett  
Adventure Studios

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