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FIRESTONE INDUSTRIAL PRODUCTS COMPANY

NEWS RELEASE

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'ELEGANT AGGRESSION' FEATURING FIRESTONE INTELLIRIDE™ AIR SPRINGS WINS ROD & CUSTOM'S 'ROD OF THE YEAR'

COLUMBUS, Ohio – “Elegant Aggression” – winner of Rod & Custom Magazine’s “Rod of the Year” and “Goodguys Street Rod of the Year” and featuring Firestone Industrial Products’ IntelliRide™ system – was displayed at the Goodguys 10th PPG Nationals last weekend at the Ohio Expo Center in Columbus, Ohio.

“Elegant Aggression” is a 1938 Chevy owned by John Boyce and designed, engineered and built by Dale Boesch of Boesch Hot Rod Concepts. The vehicle is equipped with Firestone’s IntelliRide air spring system, which is engineered to optimize air spring performance as it reads and adapts to the road, vehicle and driver inputs.

Boyce recently took the “Rod of the Year” award at Americruise in Lincoln, Neb., competing against five select hot rods – chosen based on exterior design, fit and finish, interior, engine compartment and undercarriage. Rod of the Year is open to pre-1949 vehicles, and entrants run an autocross course, complete a 0-40 mph acceleration test and a 40-0 mph brake test. Boyce ran 18.44 seconds in the autocross.

“The closest vehicle was a few seconds behind me because my hot rod handled so well,” said Boyce. “In autocross, you don’t want your car to lean at all. The Firestone IntelliRide kept the car flat through the corners, which allowed me to jump all over it. The crowd was going berserk because they’d never seen anything flat or that fast!”

The award-winning “Elegant Aggression” was exhibited in the Firestone Industrial Products’ booth at the 2006 SEMA Show. Boyce plans to show the vehicle at even more events in 2007, including this weekend’s Goodguys Nationals.

“We are proud to support car enthusiasts like John with our quality IntelliRide product,” said Paul Gibson, product manager, Firestone Industrial Products, Ride-Rite™ division. “Racing and enjoying a great-looking vehicle like “Elegant Aggression” is what it’s all about.”



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Some of the vehicle's features include:

- ✦ *100% Steel body*
- ✦ *A new hood top hand-fabricated by starting with the upper half of a 1941 Plymouth hood*
- ✦ *Headlights made using parts from a Harley Davidson V-Rod (the headlamps), 1938 Chevy (headlight rings), and a 1941 Packard (the headlight housing)*
- ✦ *Suicide doors*
- ✦ *Custom floating dash made using parts from a 1960 Chevy and then fitted with custom Classic Instruments gauges including a custom 200 mph speedometer*
- ✦ *Custom gauge pods manufactured and attached to a 1957 Cadillac steering column*
- ✦ *LSI engine with a Magnuson supercharger*
- ✦ *Custom 2-1/2" stainless steel exhaust*
- ✦ *Front suspension from a C5 corvette including the 6 speed rear transaxle with 4:10 gears.*
- ✦ *Custom 3/4" diameter rear sway bar*
- ✦ *AirRide Technologies™ Shockwaves on each corner controlled with a Firestone IntelliRide auto ride height adjustment computer and sensors*
- ✦ *Custom one-off Intro wheels mounted on Bridgestone performance tires*

About Firestone Industrial Products Company, 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.

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