

FIRESTONE INDUSTRIAL PRODUCTS COMPANY, LLC

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International Media Select Firestone Products Among Best of 2006

Two new offerings win International New Products Awards at SEMA show

INDIANAPOLIS, Ind. (Jan. 23, 2007) — People tend to reflect on the best ideas and innovations that came out of a year once it has concluded. In 2006, Firestone Industrial Products Company, LLC (FSIP) contributed two of them, according to a jury of international journalists at the 2006 Specialty Equipment Market Association (SEMA) show.

The panel of journalists from 22 countries in Europe, Asia, South America, Australia and Africa reviewed 1,500 new style and performance products introduced at the SEMA show to determine which products were likely to succeed in their home markets. FSIP's new Air-Rite™ Digital Air Command and "Red Label" air springs were chosen for this honor.

"We are very pleased to accept these International New Products Awards from such a prestigious judging panel," said Paul Gibson, Product Manager, Ride Rite Division. "Firestone's continuing investment in research and development has resulted in new products incorporating the latest technology to make them better and safer. Receiving these awards is a testament to the increasing global appeal of—and demand for—our products."

The new Air-Rite Digital Air Command is the latest addition to FSIP's ever-expanding line of accessories which fit a large number of light trucks, sport utility vehicles, vans, minivans, cars and motor homes. The Digital Air Command utilizes a standard duty compressor and features an easy-to-install, back-lit, digital gauge panel designed to integrate seamlessly with modern dashboard design. The gauge controls and monitors air spring pressure with the touch of a finger and does not require routing an air line into the passenger compartment. Traditional air accessory kits use dial-style air gauges. The new Digital Air Command allows the user to easily read the air pressure and equally inflate both air springs.

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FSIP continues to raise the bar on high-pressure and high-quality air springs with its new “Red Label” addition to the product line. The design, to be used in custom car aftermarket suspension applications, is the result of more than two years of strenuous testing to exceed the demands of those who require higher air pressure to support and raise their vehicles. The “Red Label” air springs utilize proprietary high-strength cord with excellent flexibility and durability while operating up to 150 psi (pounds per square inch) and having a test pressure of 400 psi.

About Firestone Industrial Products (FSIP), LLC:

Firestone Industrial Products Company, LLC, a subsidiary of BFS Diversified Products, LLC, specializes in air spring manufacturing and technology with a history of more than 60 years of research and development of technologically advanced air springs. BFS Diversified Products, LLC, based in Indianapolis, Ind., is a subsidiary of Bridgestone Americas Holding, Inc. (BSAH). BFDP is responsible for BSAH's non-tire businesses including building and industrial products, synthetic and natural rubber, and fiber and textile businesses.

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