

# Firestone

World's Number 1  
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **FIRESTONE RIDE-RITE™ KIT AVAILABLE FOR NEW CHEVROLET® SILVERADO® / GMC® SIERRA® PICKUPS**

INDIANAPOLIS, Ind. - Firestone Industrial Products Company, LLC continues to expand its line of Ride-Rite air helper springs with a new kit for the 2007-2008 Chevrolet Silverado and GMC Sierra 1500 Series pickup trucks, fitting 2WD, 4WD and all cab configurations.

The 07-08 Silverado/Sierra Ride-Rite kit (part #2430) is a no-drill application that uses the trucks' factory holes and includes all the components needed for a quick installation that typically takes less than one hour.

"We've worked hard to make installing our air helper springs as easy as possible by including the brackets, air springs, hardware, air lines and separate valves for manual inflation all in one package," said Paul Gibson, product manager, Firestone Industrial Products, Ride-Rite division. "Plus, we offer an array of optional accessories with all of our Ride-Rite kits, such as Air System Monitor Kits, Digital Air Command Systems, Remote Fill Stations and more."

Firestone's Ride-Rite system mounts between the truck's frame and the suspension to help maximize the safe load carrying capacity, stability and ride quality of these full-size pickup trucks, both side-to-side and front-to-rear.



By using air pressure to adjust Firestone's air helper springs, the Ride-Rite system helps maintain brake effectiveness, reduce tire wear, level off-center loads - individual inflation valves allow for separate side-to-side adjustment - and increase vehicle stability.

The kit comes with a two-year limited warranty and a pair of Ride-Rite air springs can provide up to 5,000 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]).

Firestone also offers the Air-Rite(tm) air accessory system to complement the Silverado/ Sierra Ride-Rite kit, which enables drivers to make air pressure adjustments with a push of a button installed on the dashboard.

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.

Ride-Rite air helper springs are part of Firestone's Complete Suspension Solutions, which also offers Sport-Rite(tm) and Coil-Rite(tm) air helper springs. These products have become synonymous with quality, durability and outstanding customer support. For more information, visit [www.ride-rite.com](http://www.ride-rite.com) <<http://www.ride-rite.com>> .

*Firestone Industrial Products, 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, Ind., and six quality certified manufacturing/assembly plants located on four different continents, the company produces suspension products for commercial trucks & trailers, cars, sport utility vehicles, light trucks, minivans, vans and motor homes.*

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