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OFFICE  
DEFECTS INVESTIGATION

**BRIDGESTONE/FIRESTONE, INC.**

50 Century Boulevard  
Nashville, TN 37214  
Phone: 615-872-5000  
Fax: 615-872-1588

August 21, 2000

Mr. Jon White  
Division Chief Recall Analysis Division  
National Highway Traffic Safety Administration  
400 Seventh St., S.W.  
Washington, DC 20590

Dear Mr. White:

Please find enclosed a copy of the approved Customer Letter per your telephone conversation of 8/21/00 with Glenn Capehart.

Sincerely,



R. J. Wyant  
Division Vice President  
Corporate Quality Assurance

Attachment

**BRIDGESTONE/FIRESTONE, INC.**

50 Century Boulevard  
Nashville, TN 37214  
Phone: 615-872-5000  
Fax No.: 615-872-1589

August 21, 2000

Dear Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Bridgestone/Firestone has decided that a defect related to motor vehicle safety exists in certain Firestone Radial ATX and Radial ATX II tires in the size P235/75R15 and in Firestone Wilderness AT tires in the size P235/75R15 produced in its Decatur, Illinois plant. The defect may not exist in all of these tires.

The tires in question may sustain tread belt separation, in which the outer steel belt and or tread of the tire separate from and may eventually become totally detached from the rest of the tire.

Tire tread belt separation can lead to a loss of control and a vehicle crash can occur, particularly if the driver engages in significant braking or steering before the vehicle is fully under control.

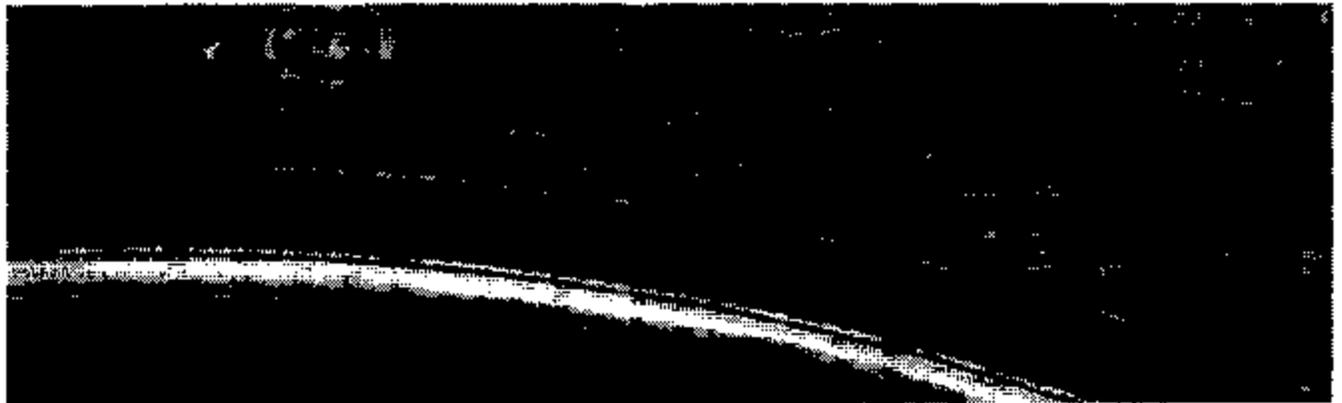
In order to reduce the potential for accidents, Bridgestone/Firestone is recalling the following tires:

<u>Description</u>	<u>Size</u>	<u>Serial Numbers</u>
Firestone ATX	P235/75R15	Any/All
Firestone ATX II	P235/75R15	Any/All
Firestone Wilderness AT	P235/75R15	VD

Vehicle/sales registration records show that your vehicle when purchased may have been equipped with the tires included in this recall or that you purchased one or more replacement tires that may be included in this recall. Therefore, please check your tires to determine whether they are P235/75R15 Firestone ATX or P235/75R15 Firestone ATX II.

If you have a P235/75R15 Wilderness AT, you must further check the serial number to determine if the tire was produced at the Decatur, Illinois Plant.

The serial number is located on either the inside or outside of your tire in the lower sidewall area directly above the rim flange and is preceded by the letters "DOT". The first 2 digits VD identify the tires produced at the Decatur, Illinois Plant (see example below).



If you have questions about whether your tires are covered by this recall, you may visit a company-owned Firestone Tire & Service Center, an authorized participating Bridgestone/Firestone retailer, or Ford, Mercury, and Mazda dealers for assistance.

Our commitment is to replace all recalled tires as quickly as possible, thus, if you have one or more tires covered by this recall, contact a company-owned Firestone Tire & Service Center, an authorized participating Bridgestone/Firestone retailer, or Ford, Mercury, and Mazda dealers to set up an appointment.

A company-owned Firestone Tire & Service Center, any authorized participating Bridgestone/Firestone retailer, or Ford, Mercury, and Mazda dealers will replace, mount and balance the tire(s) at no charge or expense to you if the tires are subject to this recall and currently in service on your vehicle. This program, however, does not cover tires which have been scrapped, previously adjusted (except as noted below), or retreaded. If Firestone tires are not available, other brands that are appropriate for your vehicle may be installed.

If you desire to purchase competitors' tires from any other tire retailer, you will be eligible for reimbursement up to \$100 per tire, including mounting and balancing charges and taxes. You then need to return the recalled tires to one of the 13,000 authorized retail locations and pick up a refund form and attach the necessary documentation. Firestone can then account for and disable the tires you returned as required by law.

Additional reimbursement may be available to:

- Consumers who exchanged recalled tires between January 1, 2000 and August 8, 2000 at a Company-owned Firestone Tire & Service Center or authorized participating Bridgestone/Firestone retailer and who paid a prorated fee for those tires, can have the fee reimbursed. The consumer should pick up a reimbursement form at a Company-owned Firestone Tire & Service Center or authorized participating Bridgestone/Firestone retailer and follow the instructions on the form. Additional information concerning reimbursement and the associated forms can be found on the Internet at <http://www.bridgestone-firestone.com> and <http://www.firestone.com>.

To identify a convenient and participating retailer (Company-owned Firestone Tire & Service Center, an authorized participating Bridgestone/Firestone retailer, or Ford, Mercury, and Mazda dealers) location you may call toll-free 1-800-485-1904 or 1-888-276-2120 in Puerto Rico. Again, this information is available on the Internet at <http://www.bridgestone-firestone.com> and <http://www.firestone.com>.

Please take this letter and the reply card with you to the retailer location. At the completion of service the dealer will complete the necessary information and return the reply card. If a replacement tire(s) is not available, you will receive a "raincheck" from participating retailers and will be notified by your dealer or store when your tire(s) is available.

Inappropriate tire maintenance, particularly underinflated operation, improper tire repairs, and tire damage may cause tread belt separation. To reduce the potential for such an occurrence, you should make sure your tires are properly maintained and properly inflated.

Tire tread belt separation may be evidenced by irregular tread wear and noise or vibration. If you detect such irregular tread wear, noise or vibration, you should immediately have your tires checked by a qualified tire service facility. If you do not act when you notice irregular treadwear, noise or vibration, your tires may experience a tread belt detachment while you are driving.

Bridgestone/Firestone further recommends that owners of Ford Explorers, Mercury Mountaineers, and Mazda Navajos maintain a tire pressure of 30 p.s.i. in all Firestone tires on their vehicles. The Ford Motor Company has indicated this pressure for Firestone tires is in an acceptable range for these vehicles.

If you believe we have failed or are unable to effect the remedy without charge as described in this notification, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street, S.W., Washington, DC, 20590 or call toll-free the Auto Safety Hotline at 1-800-424-9393.

We regret the inconvenience which this recall may cause you, but we are certain you will understand our interest in your safety and satisfaction with Firestone tires and we urge you to act immediately.

Very truly yours,



**Bridgestone/Firestone, Inc.**

# Firestone

June 25, 2001

Dear Valued Firestone Customer:

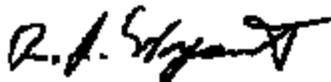
As you know, on August 9, 2000 our company voluntarily recalled approximately 6.5 million tires. These tires were size *P235/75R15 Wilderness AT* tires made in our Decatur, Illinois plant and all *Radial ATX* and *ATX II* tires of the same size. With the cooperation of the driving public and the help of our dealers, store employees and Ford dealerships, we have accomplished the remarkable task of replacing more than 6.3 million of these tires, but we are not satisfied with 97%.

We know that there are vehicles on the road today that are still fitted with recalled tires. We are urging all consumers who have not yet replaced their *P235/75R15 Radial ATX, ATX II* or *Decatur-produced Wilderness AT* tires of the same size to do so immediately. There is a more than adequate supply of Firestone tires available and our more than 8,500 authorized participating retailers stand ready to replace the recalled tires without delay. To find your nearest retail location, please call our consumer hotline at 1-800-485-1904 or visit our website at [www.firestone.com](http://www.firestone.com).

As allowed under Federal Regulations, Firestone has also announced that it will officially conclude the August 2000 recall as of the close of business August 29, 2001. We ask any consumers who have not yet replaced recalled tires to do so by that date. In addition, if a consumer chooses to have the recalled tires replaced at a competitor's tire store, Firestone will continue to honor requests for reimbursement so long as the request is complete and is postmarked by midnight August 29, 2001. For details on Firestone's reimbursement program, please visit our website or your local Firestone retailer.

We want to thank you for your cooperation and your understanding and we regret any inconvenience this recall may have caused you. If you have any questions about the recall please call the consumer hotline at 1-800-485-1904.

Sincerely,



R. J. Wyant  
Division Vice President  
Corporate Quality Assurance