



## **FIRESTONE TIRE RECALL**

August 2000

**TO:** All Ford and Lincoln Mercury Dealers  
**SUBJECT:** Firestone Tire Recall Supplement #1: 8/11/00 - Updated Information  
**REFERENCE:** Firestone Recall - Firestone P235/75 R15 Radial ATX and Wilderness AT tires

The following information has been updated for the Firestone Tire Recall:

### **New Vehicles with Affected Original Equipment tires:**

- Certain 1991 through 1994 Bronco vehicles which have Firestone Radial ATX P235/75 R15 tires as original equipment.
- Certain 2001 Model Year Explorer Sport-Trac and Sport vehicles built through August 7, 2000 which have Firestone Wilderness AT P235/75 R15 tires as original equipment.
- Certain Explorer Limited and Eddie Bauer Editions (refer to application chart)

### **Warranty Claim and Labor Operation Information**

- Claims filed for non-Firestone tires should be filed on a warranty claim not a recall claim.
- Front-end alignments will not be covered under this recall.
- Ford and Lincoln Mercury Around the Wheel/Ford Tire Program dealers under this recall can handle all affected tires, original equipment and replacement tires on Ford or Lincoln Mercury products.
- Labor operations for tire replacement include time for wheel balancing.

### **Repair Instruction Information**

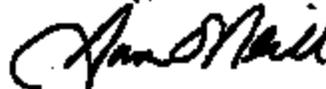
- When lowering or raising an under-vehicle spare tire, DO NOT use power tools. After the inspection, also make sure that the spare is secure under the vehicle and not swinging loose.
- Recall tires that are removed from vehicles and in dealer inventory must immediately be made unusable by either cutting the bead with bolt cutters or drilling a 1" diameter hole in the sidewall.

**New Attachments**

- **Attachment IV - Tire Inspection:** A tire inspection aid has been added as Attachment IV. This can be reproduced and given to all dealership personnel who interface with customers. The aid makes it very easy to determine if a vehicle's tires are affected by the recall.
- **Attachment V - Tire Inflation Guide**

All revised pages have been marked "Revised 8/10/00" and a (S) symbol at the beginning of the changed text.

Sincerely,



Ann O'Neil

Director

Vehicle Service and Programs



## FIRESTONE TIRE RECALL

August 2000  
Revised 8/11/00

**TO:** All Ford and Lincoln Mercury Dealers

**SUBJECT:** DEMONSTRATION / DELIVERY HOLD - Firestone Tire Recall: (1) Certain 1991 through 2000 Explorer, 1996 through 2000 Mountaineer, 2001 MY Explorer Sport Trac and Sport, 1991 through 2000 Ranger, 1991 through 1994 Bronco, and 1991 through 1994 F-Series - Replacement of Firestone P235/75 R15 Radial ATX and Certain Wilderness AT Tires.

**REFERENCE:** Firestone Recall - Firestone P235/75 R15 Radial ATX and Wilderness AT tires.

### AFFECTED TIRES AND VEHICLES

Bridgestone Firestone Tire Company recently announced a Safety Recall on the following:

- All Firestone P235/75 R15 Radial ATX tires produced - and -
- P235/75 R15 Wilderness AT tires produced only at the Decatur plant. NOTE: Decatur built tires have a DOT code of VDHL - see Attachment III for details. All other Wilderness AT tires are not affected.

The following vehicles produced with Firestone P235/75 R15 Radial ATX original equipment tires are affected by this recall:

- Certain 1991 through 1996 Ford Explorer (see chart)
- Certain 1996 Mercury Mountaineer vehicles
- Certain 1991 through 2000 Ranger vehicles
- (1) Certain 1991 through 1994 Bronco vehicles
- Certain 1991 through 1994 F-Series vehicles

The following vehicles produced with P235/75 R15 Wilderness AT tires as original equipment are affected by this recall:

- (1) Certain 1997 through August 7, 2000 Mountaineer vehicles
- (1) Certain 1997 through August 7, 2000 Explorer vehicles (see chart)
- (1) Certain 1997 through June 1, 2000 Ranger vehicles
- (1) Certain 2001 Explorer Sport Trac and Sport vehicles produced through August 7, 2000

The following Explorer vehicles produced with either P235/75 R15 Radial ATX or P235/75 R15 Wilderness AT tires as original equipment are affected:

Model Year	Body Style	Tire/Wheel Size
1991 - 1994	ALL	15"
1995 - 1998	ALL (Excluding Eddie Bauer and select 2-door Sport)	15"
1999 - 2001	ALL (Excluding Eddie Bauer and Limited Editions)	15"

The following Explorer vehicles are NOT affected:

Model Year	Body Style	Tire/Wheel Size
1995 - 1998	Eddie Bauer	16"
1998 - 2001	Sport and any 2-door Sport 4X4 w/Premium Sport Package	16"
1999 - 2001	Eddie Bauer and Limited	16"

### **IMPORTANT FACTS**

- This is a FIRESTONE recall.
- FIRESTONE will notify customers of the recall via first class mail.
- FIRESTONE will communicate recall information to authorized repair sites including Ford and Lincoln-Mercury Around the Wheel/Ford Tire Program dealers.

### **FORD AND LINCOLN MERCURY DEALER INVOLVEMENT**

As this field action will severely impact the availability of Firestone replacement tires, Ford and Lincoln Mercury Around the Wheel (ATW)/Ford Tire Program dealers will be afforded the opportunity to address customer satisfaction issues utilizing non-Firestone tires. This is being done to address immediate needs of our customers.

### **FORD AND LINCOLN MERCURY DEALERS ENROLLED IN AROUND THE WHEEL (ATW)**

Dealerships enrolled in the ATW/Ford Tire Program are authorized Firestone outlets. If a customer contacts an ATW Ford Tire Program dealer, as an authorized Firestone dealer regarding this safety recall, you will be able to replace that customer's tires with "approved" non-Firestone tires. Tires that are approved for use as replacement tires under this recall will be posted in a matrix in the Recall/ONP section of QCDealer.com. This matrix will be amended to add new tire manufactures and models of tires as they are approved. Claiming for reimbursement of non-Firestone tires is outlined on Attachment 1.

If the customer requests a replacement Firestone tire, secure the tire through your normal distribution chain and process reimbursement through Firestone as outlined in the Firestone Safety Recall.

**FORD AND LINCOLN MERCURY DEALERS NOT ENROLLED IN AROUND THE WHEEL (ATW)**

Dealers not enrolled in the ATW/Ford Tire Program will need to make individual arrangements with local Firestone outlets for recall completion, or refer customers to their local Firestone outlet.

**SERVICE PROCEDURE**

All Firestone P235/75 R15 tires with Radial ATX on the sidewall must be replaced under this recall.

Firestone P235/75 R15 tires with Wilderness AT on the sidewall will need to be inspected for a DOT code of VDHL to determine if replacement is required. Refer to Attachment III for details.

(I) This service action applies to original equipment and replacement tires that are installed on Ford and Mercury vehicles.

**DEMONSTRATION / DELIVERY HOLD FOR NEW VEHICLES AND TIRES IN DEALER INVENTORY**

Do not demonstrate or deliver any of the affected vehicles prior to completing the Firestone recall. In addition, Ford and Lincoln Mercury Around the Wheel (ATW)/Ford Tire Program dealers may have affected tires in inventory; ~~these tires should not be sold.~~ (I) Recall tires that are removed from vehicles and in dealer inventory must immediately be made unusable by either cutting the bead with bolt cutters or drilling a 1" diameter hole in the sidewall. Tires in dealer inventory should be held until reimbursement instructions from Firestone are received.

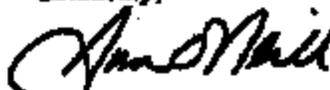
**ATTACHMENTS**

Attachment I: Administrative Information  
Attachment II: Labor Allowance and Parts Ordering Information  
Attachment III: Technical Information  
(I) Attachment IV: Tire Inspection Aid  
(I) Attachment V: Tire Inflation Guide

**CONTACTS**

Claims Information: ..... 1-800-423-8851  
Other (Dealer Only) Recall Questions: ..... 1-800-325-5821  
For Around the Wheel/Ford Tire Program Questions: ..... 1-888-353-3251

Sincerely,



Ann O'Neil  
Director  
Vehicle Service and Programs

**Firestone Tire Recall  
Replacement of Certain Firestone P235/75 R15 Tires**

**QASIS**

Since this is a Firestone recall, QASIS will not be activated.

**PLEASE NOTE**

Correct all vehicles in stock before delivery. Federal law requires dealers to complete any outstanding safety recall service before a new vehicle is delivered to the buyer or lessee. Violation of this requirement by a dealer could result in a civil penalty of up to \$1,100 per vehicle.

**CLAIMS PREPARATION AND SUBMISSION**

If new Firestone tires are installed under the recall, submit claims to Firestone (refer to the Firestone recall notification).

Enter claims in ACES II for non-Firestone tires using DWE with the following information:

- (X) Enter information on a warranty claim. DO NOT use a recall claim.
- Refer to ACESII User Manual for claims preparation and submission information.
- Program Code – P17.
- Enter P17TIRE as the causal part with condition code 82.
- On the same line as P17TIRE enter the total value of the tires from the "Suggested List Price" column of the latest Ford Motor Company Tire Selling Guide.
- Freight is reimbursable at actual cost in the miscellaneous expense area of the claim.
- Tire disposal and applicable local waste tax will be reimbursed – enter OTHER in the miscellaneous expense area of the claim with the actual cost.

**NOTE:** Claims may be entered for payment beginning August 10, 2000.

**OWNER REFUNDS**

Ford and Lincoln Mercury dealers, including ATW/Ford tire dealers, will not be involved in the refund process for this Firestone recall. Customers inquiring about a refund should be referred to a Firestone Tire Service Center. Do not refer customers to Ford or Lincoln Mercury dealers for refund processing, even if the dealer is an ATW/Ford Tire Program Dealer. Refer to the Firestone recall information for further details.

**RENTAL CARE**

This recall is not eligible for rental assistance.

**Frestone Tire Recall**  
**Replacement of Certain Frestone P235/75 R15 Tires**

**LABOR ALLOWANCES**

<b>Description</b>	<b>Labor Operation</b>	<b>Labor Time</b>
Inspect 5 tires (applies only to P235/75 R15 Wilderness AT tires)	00V01A	0.2 Hours
Inspect, replace & balance 1 tire	00V01B	0.5 Hours
Inspect, replace & balance 2 tires	00V01C	0.7 Hours
Inspect, replace & balance 3 tires	00V01D	0.9 Hours
Inspect, replace & balance 4 tires	00V01E	1.0 Hours
Inspect, replace & balance 5 tires (spare)	00V01F	1.2 Hour

**NOTE:** Front-end alignment is not included in this recall.

**PARTS REQUIREMENTS**

**Tire Ordering Information**

Authorized Around the Wheel (ATW)/Ford Tire Program dealers will order replacement tires through normal channels. Dealers not authorized for the Around the Wheel Program will not participate in the Frestone recall. Dealers may call the Ford Tire Hotline 1-800-353-3251 for enrollment and program details.

**DEALER PRICE**

For latest "Suggested List Prices", on replacement tires refer to the most recent Ford Motor Company Tire Selling Guide.

## FIRESTONE TIRE INSPECTION

**AFFECTED VEHICLES:** REFER TO DEALER LETTER FOR AFFECTED  
TIRES AND VEHICLES

### OVERVIEW

This procedure outlines how to check the DOT code on the tire and determine if they must be replaced.

**NOTE:** All Firestone P235/75R15 tires that say "RADIAL ATX" on the sidewall are being recalled and no further inspection is necessary.

**NOTE:** All tires including the spare must be inspected if they are "WILDERNESS AT" P235/75R15.

**NOTE:** When lowering or raising an under-vehicle spare, DO NOT use power tools. Also make sure that the spare is secure under the vehicle, and not swinging loose. The spare tire winch will ratchet when the tire is completely stowed.

### INSPECTION

1. Raise vehicle on a hoist.
2. Locate the DOT code on the inboard sidewall of all tires including the spars. On F-Series and Bronco models, the spare tire must be lowered to view the DOT code. Clean the area if necessary in order to accurately read the code.
3. If the DOT code is VDHL, the tire must be replaced. See the matrix (part of the dealer bulletin) to determine the correct replacement tire. See Figure 1.

**NOTE:** Recall tires that are removed from vehicles and in dealer inventory must immediately be made unusable by either cutting the bead with bolt cutters or drilling a 1" diameter hole in the sidewall.

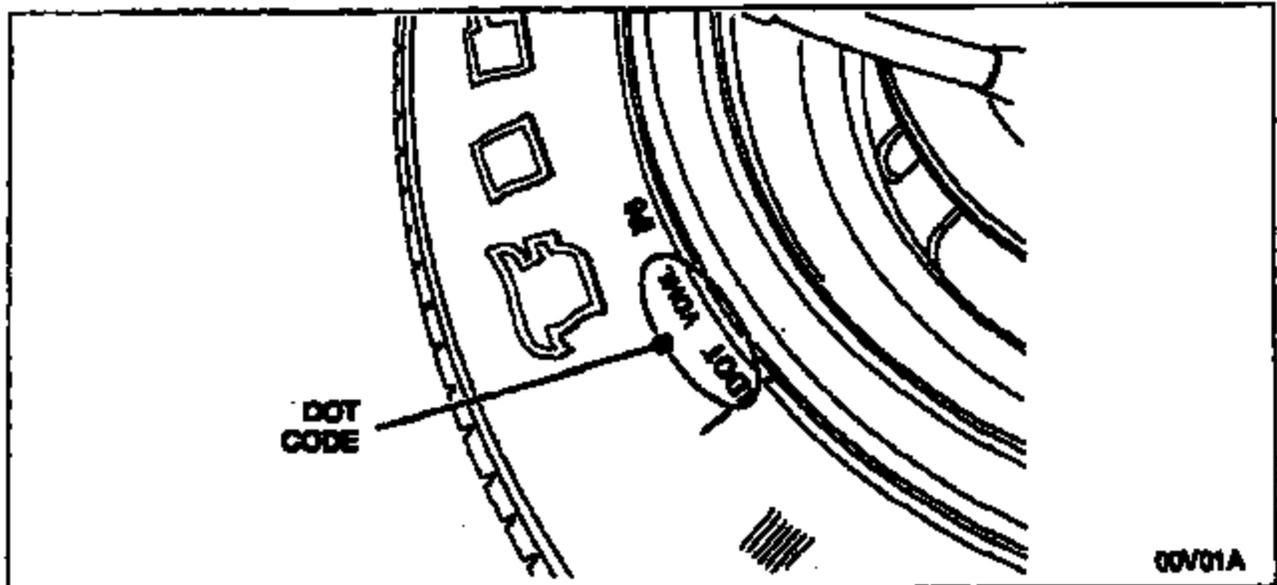


FIGURE 1

4. If the code is anything other than VDHL, release the vehicle to the owner.

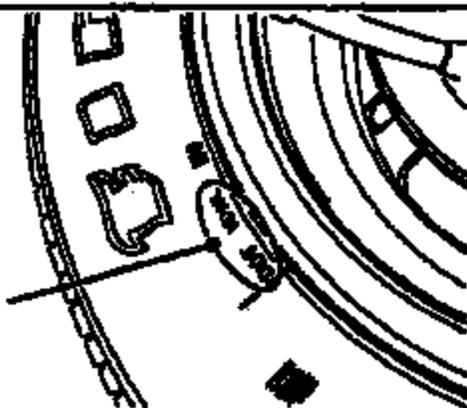
**TIRE INSPECTION  
TIRES INVOLVED IN FIRESTONE RECALL**



**P235/75R15  
ALL INCLUDED IN RECALL**



**P235/75R15  
ONLY WITH DOT CODE V0HL  
THE DOT CODE IS  
LOCATED ON THE  
INBOARD SIDEWALL**



**THE DOT CODE IS  
LOCATED ON THE  
INBOARD SIDEWALL**

**TIRE DOT CODE CAN  
BE INSPECTED WITH  
VEHICLE ON GROUND**

**WARNING: IF RAISING THE VEHICLE TO INSPECT, DO NOT POSITION YOURSELF UNDER THE VEHICLE WITHOUT HAVING ADEQUATE SAFETY STANDS SUPPORTING THE WEIGHT OF THE VEHICLE. THE JACK PROVIDED FOR USE WHEN CHANGING A TIRE BY ITSELF IS NOT ADEQUATE FOR THE PURPOSE OF GETTING UNDER THE VEHICLE.**

**Firestone Tire Recall**  
**Replacement of Certain Firestone P235/75 R15 Tires**

**Tire Inflation Guide**

AFFECTED BRAND	MODEL	FIRESTONE ATX (MY)	TIRE PRESSURE (ft - rear) psi	FIRESTONE WILDERNESS (MY)	TIRE PRESSURE (ft - rear) psi
FORD	EXPLORER	91 - 96	28** - 26**	97 - 00*	28** - 26**
FORD	EXPLORER SPORT-2DR.	91 - 96	28** - 26**	97 - 01*	28** - 26**
FORD	EXPLORER SPORTRAC	N/A	-	01*	28 - 35
FORD	RANGER	91 - 96	30 - 35	97 - 00*	30 - 35
FORD	F-150	91 - 94	35 - 41	N/A	-
FORD	BRONCO	91 - 94	35 - 41	N/A	-
MERCURY	MOUNTAINEER	98	28** - 26**	97 - 00*	28** - 26**
MAZDA	NAVAJO	91 - 94	28 - 28	N/A	-
MAZDA	B-SERIES PICKUP	94 - 96	30 - 35	97 - 00*	30 - 35

\* Firestone Decatur, Illinois Plant only

\*\* Ford approved range is 26 - 30 psi.

# Firestone Recall Q & A

August 11, 2000

## NEW QUESTIONS:

### Dealer Inquiries

**Q1 For Firestone 235 75R15 Wilderness AT tires, what plant codes denote other Firestone plants?**

**A1** As we have previously mentioned, the **ONLY** plant in question is the Decatur facility. It is denoted in the DOT code with a VDHL. Other Firestone plant codes are:

- |                          |                   |    |
|--------------------------|-------------------|----|
| <input type="checkbox"/> | Wilson, NC        | W2 |
| <input type="checkbox"/> | Joliette, Quebec  | VN |
| <input type="checkbox"/> | Laverne, TN       | W1 |
| <input type="checkbox"/> | Aiken, SC         | 8X |
| <input type="checkbox"/> | Oklahoma City, OK | HY |
| <input type="checkbox"/> | Oaks, PA          | VC |

**Q2. What happened in Venezuela?**

**A2.** In light of media attention in Venezuela, customers have expressed concerns over tires on their Explorers in Venezuela. We want our customers to be satisfied. In the interest of customer satisfaction, we have offered these customers a set of competitor tires installed at the nearest Ford dealer free of charge.

**Q3. What do we do if a customer needs 1 tire? Do we replace 4?**

**A3.** Firestone to define. Will update ASAP.

**Q4 Are there any 2001 model year vehicles involved?**

**A4.** Yes. A few 2001 Explorer Sportrac & Sport vehicles built before August 7<sup>th</sup>, 2000 are included in this field action.

**Q5 What about ATX II tires?**

**A5.** An ATX II tire is an aftermarket tire. They are included in the field action.

**Q6 What do I need to do to tires that have been removed?**

**A6.** Recalled tires that are removed from vehicles, and in dealer inventory, must immediately be made unusable by either cutting the bead with bolt cutters, or drilling a 1" diameter hole in the side wall.

**Q7. If a customer with a 91-96 Eddie Bauer and Limited has replaced their OE tires with Firestone tires that are in the suspect class -- are they covered by the provisions of the recall?**

**A7.** Yes. Aftermarket Firestone P235 75R15 ATX and Firestone P235 75R AT tires are included in the Firestone recall.

# Firestone Recall Q & A

August 11, 2000

**Q8. I am not an AtW/Ford Tire Program dealer, can I perform the inspection?**

**A8.** Yes. Any Ford or Lincoln Mercury dealership can perform an inspection for vehicles that were originally equipped with Firestone Wilderness AT P235 75R15 tires; however, ONLY AtW/Ford Tire Program dealers are authorized to replace suspect tires.

**Q9. How will the Firestone Recall affect the Direct Mail element of Operation Retail 3rd Event (promotion period 9/25/00 - 11/5/00) for AtW dealers who use the tire matrix?**

**A9.** 1 tire of the 14 tires in the tire matrix is involved in the Firestone recall, the P235 75R15 Firestone Wilderness AT. This tire has the application of Explorer, Mountaineer, and Ranger. These vehicle owners will receive a tire coupon with the brand message "We have competitively priced name brand tires". 5 other Firestone model tires are in the tire matrix, which are not involved in the recall. The applications for these tires include Ranger 4X2, Cougar, Thunderbird, Expedition, F-150/250/250 HD/ 350. These vehicle owners will receive the appropriate tire coupon for their vehicle at the dealer customized price.

## Customer Inquiries

**Q10. I am in Phase III of the recall roll-out schedule, can I still get the recall performed now? Do I have to wait?**

**A10.** For customer satisfaction purposes, Ford & Lincoln Mercury dealerships are authorized to replace your tire with an approved tire. Please contact your local Ford & Lincoln Mercury dealer for tire availability.

**Q11. For units involved in the recall, can I put non-Firestone tires on my vehicle?**

**A11.** Yes...please contact your local Ford & Lincoln Mercury dealer authorized to perform tire repairs.

# Firestone Recall Q & A

August 11, 2000

**Q12. I keep hearing in the media about tire pressures. What are Ford's recommended tire pressures by application?**

A12. See chart below

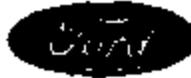
AFFECTED BRAND	MODEL	FIRESTONE ATX (MY)	TIRE PRESSURE (frt - rear) psi	FIRESTONE WILDERNESS (MY)	TIRE PRESSURE (frt - rear) psi
FORD	EXPLORER	91 - 96	26** - 28**	97 - 00*	28** - 28**
FORD	EXPLORER SPORT-2DR.	91 - 96	25** - 28**	97 - 01*	28** - 28**
FORD	EXPLORER SPORTRAC	N/A	-	01*	28 - 35
FORD	RANGER	91 - 96	30 - 35	97 - 00*	30 - 35
FORD	F-150	91 - 94	35 - 41	N/A	-
FORD	BRONCO	91 - 94	35 - 41	N/A	-
MERCURY	MOUNTAINEER	96	25** - 28**	97 - 00*	28** - 28**
MAZDA	NAVAJO	91 - 94	25** - 28**	N/A	-
MAZDA	B-SERIES PICKUP	94 - 96	30 - 35	97 - 00*	30 - 35

\* Firestone Decatur, Illinois Plant only

\*\* Ford approved range is 25 - 30 psi.

**Q13. What about vehicle damage caused by a blowout of one of the tires?**

A13. As with any road hazard situation, this needs to be referred to Firestone for handling. Visit your local company Firestone store. They will provide you a claim form. Please complete the form and the outlet will forward it to Firestone's corporate office for investigation and handling.



Ford Motor Company  
Environmental and  
Safety Engineering

230 Town Center Drive  
Dearborn, Michigan 48126

3M EMT™ 8165 TRANSMISSION  
TELEPHONE: (313) 594-2255

AUTOMOTIVE SAFETY OFFICE  
PRODUCTION VEHICLE SAFETY  
AND COMPLIANCE  
FAIRLANE PLAZA SOUTH, Suite 500  
DEARBORN, MI 48126

DATE: August 22, 2000

TIME: \_\_\_\_\_

Please deliver to:

Name: Pat Wallace

Organization: NHTSA

Room # and Building: \_\_\_\_\_

Telephone: (202) 366-5232

FAX: (202) 366-7882

Number of Sheets being Transmitted (including this one): 17

Special Instructions/Notes:

**Firestone Tire Recall**

Q & A – Revision #3 – combination of Revisions #1 and #2 (34 questions)

Q & A – Revision #4 – new info from Ford and Firestone (59 questions)

Transmission sent by (Name/Telephone):

DAVE YU / (313) 322-5852

## Firestone Recall Q & A

Revision #3 August 12, 2000

### Customer Inquiries

#### **Q1. What is included in the recall?**

A1. There are two types of tires announced in the Firestone safety recall.

Firestone P235 75R15 ATX tires were installed as original equipment on the following vehicles:

- ⇒ 1991 – 1996 Ford Explorers
- ⇒ 1991 – 1996 Rangers
- ⇒ 1996 Mercury Mountaineers
- ⇒ 1991 – 1994 Broncos
- ⇒ A small number of 1991 – 1994 F-150

Firestone P235 75 R15 Wilderness AT tires produced at the Firestone Decatur plant. These tires were potentially installed on the following vehicles:

- ⇒ 1997 – 2001 Ford Explorers (99-01 excludes Eddie Bauer and Limited editions)
- ⇒ 2001 Ford Explorer Sport Trac
- ⇒ 1997 – 2000 Mercury Mountaineers
- ⇒ 1997 – 2000 Ford Rangers

In addition, P235 75R15 Firestone ATX & Wilderness AT (from Decatur) replacement tires are also included in this safety recall.

#### **Q2. Are there any 2001 model year vehicles involved?**

A2. Yes. A few 2001 Explorer Sportrac & Sport vehicles built before August 7<sup>th</sup>, 2000 are included in this field action.

#### **Q3. How do we identify which F-Series vehicles are involved.**

A3. Firestone P235 75R15 ATX tires: A very small number of 1991 – 1994 F150 vehicles were equipped with 15" wheels and tires as standard equipment. Customers could conduct a visual inspection themselves. The last two digits of the tire number denotes tire size (P235 75R15). Once again, tires in question are Firestone P235 75R15 ATX.

#### **Q4. Some Wilderness AT tires are not involved in the Firestone recall, why not?**

A4. This is a Firestone safety recall. They have identified higher rate of failure in their 15-inch Wilderness AT tires manufactured at their Decatur facility. For 15 inch Wilderness AT tires not manufactured at the Decatur plant, the tire is not included in their field action.

#### **Q5. Vehicles involved in the Firestone recall, what should I tell my customers do?**

A5. Go to your nearest Firestone dealer— this includes authorized Ford and Lincoln Mercury dealers, who will inspect your tires and replace as appropriate. If tires are not available, your local Firestone outlet may recheck tire pressure. Stay in touch with your Firestone outlet for tire availability.

## Firestone Recall Q & A

Revision #3 August 12, 2000

**Q6. I don't want Firestone tires, will Ford/Firestone pay to have other put on?**

A6. This is a Firestone recall. Firestone is replacing the P235 75R15 Radial ATX tire and affected Wilderness AT tires with certified Wilderness AT tires that are not part of this recall. The Firestone Recall Call Center to address Ford customer inquiries will advise customers to visit their local Ford/Lincoln/Mercury Dealership to investigate the feasibility of an alternate tire and availability.

**Q7. What will I be able to do for these customers?**

A7. AtW/Ford Tire Program dealerships will be authorized to install approved non-Firestone brand replacement tires. Please see the approved matrix outlined in the Firestone Tire Information bulletin on QCDesler.com. Certification of additional tires will continue and be updated on QCDesler.com.

**Q8. I have called around and no one has tires – what should I do?**

A8. If you have a 15 inch Wilderness or ATX tire on your Explorer, you can best preserve the safety performance of your tires by consistently maintaining tire pressure at 26 – 30 psi for Explorer/Mountaineers. Please stay in touch with your Firestone outlet on tire availability.

**Q9. Is my vehicle safe to drive?**

A9. Firestone has identified an increased failure rate in their tire and initiated a safety recall. The vast majority of failures have occurred in southern states with hot climates. Other factors impacting tire performance are tire maintenance and vehicle speed. Until you can get the recall work completed on your vehicle you must maintain your vehicle appropriately and drive responsibly.

**Q10. Why are you still making vehicles with Firestone tires?**

A10. We are confident in the performance of the tires we are placing on production vehicles. The actions Firestone is taking are targeting other tires, or other tires built in a different plant which are subject to a higher failure rate.

**Q11. I have a new vehicle ordered and I don't want Firestone tires – what will you do?**

A11. 100% of Explorer/Mountaineer/Ranger product will continue to be sourced with Firestone tires. We are confident that the tires currently being installed on our product are safe. As always, we recommend that you routinely check your tire pressure to make sure they are at the recommended level.

## Firestone Recall Q & A

Revision #3 August 12, 2000

**Q12. I already paid for new tires – what will you/Firestone do?**

A12. This is a Firestone Recall. Refer customers to Firestone.

**Q13. I understand that Firestone is recommending that customers inflate P235 75R15 tires to 30 psi. What is Ford's position?**

A13. The recommended tire pressure for your vehicle is located on the vehicle certification label on the driver's door. For Explorers with a P235 75R15 tire, the recommended tire pressure is 26 psi. Improperly inflated tires (either under-inflated or over-inflated) can affect vehicle handling and can fail suddenly, possibly resulting in a loss of vehicle control. At Firestone's request, Ford has evaluated the performance of Explorers equipped with P235 75R15 tires inflated to 30 psi and has determined that the vehicle maintains good performance characteristics even at the higher pressure. Either tire pressure is within the specifications of the Tire and Rim Association guidelines.

**Q14. How do I check my tire pressure?**

A14.

1. Use an accurate tire pressure gauge.
2. Check tire pressure when the tires are cold, after the vehicle has been parked for at least one hour or has been driven for less than 3 miles.
3. Adjust tire pressure to recommended specifications found on the certification label.

**Q15. I am in Phase III of the recall roll-out schedule, can I still get the recall performed now? Do I have to wait?**

A15. For customer satisfaction purposes, Ford & Lincoln Mercury dealerships are authorized to replace your tire with an approved tire. Please contact your local Ford & Lincoln Mercury dealer for tire availability.

**Q16. For units involved in the recall, can I put non-Firestone tires on my vehicle?**

A16. Yes...please contact your local Ford & Lincoln Mercury dealer authorized to perform tire repairs.

**Q17. I keep hearing in the media about tire pressures. What are Ford's recommended tire pressures by application?**

A17. See chart below

AFFECTED BRAND	MODEL	FIRESTONE ATX (MY)	TIRE PRESSURE (frt - rear) psi	FIRESTONE WILDERNESS (MY)	TIRE PRESSURE (frt - rear) psi
FORD	EXPLORER	91 - 96	28** - 26**	97 - 00*	26** - 26**
FORD	EXPLORER SPORT - 2DR	91 - 96	26** - 26**	97 - 01*	26** - 28**
FORD	EXPLORER SPORTRAC	N/A	-	01*	28 - 35
FORD	RANGER	91 - 96	30 - 35	97 - 00*	30 - 35

## Firestone Recall Q & A

Revision #3 August 12, 2000

FORD	F-150	91-94	35-41	N/A	-
FORD	BRONCO	91-94	35-41	N/A	-
MERCURY	MOUNTAINEER	96	26** - 28**	97-00*	26** - 28**
MAZDA	NAVAJO	91-94	26** - 28**	N/A	-
MAZDA	B-SERIES PICKUP	94-98	30-35	97-00*	30-35

\* Firestone Decatur, Illinois Plant only

\*\* Ford approved range is 26 - 30 psi.

### **Q18. What about vehicle damage caused by a blowout of one of the tires?**

A18. As with any road hazard situation, this needs to be referred to Firestone for handling. Visit your local company Firestone store. They will provide you a claim form. Please complete the form and the outlet will forward it to Firestone's corporate office for investigation and handling.

### **Q19. What alternatives will be available to customers who are unable to secure tires?**

A19. Remind customers that this is a Firestone recall. Ford and Lincoln Mercury dealers will need to await direction from Firestone – examples include, but are not limited to refunds, rentals, and consequential expenses.

### **Q20: Why isn't the 16" tire included in the recall?**

A20: Firestone's data does not indicate a safety issue with the 16" tire.

### **Q21: Why did you replace them in Venezuela and not in the US?**

A21: The conditions in Venezuela are different than the US. Excessively high temperatures, extreme high speed driving for extended periods, overloading and low tire inflation are primary factors in Venezuela. Improper tire repair (tires repaired without rubber plugs and patches inside the tire) also appears to be a contributing factor.

For example, many of the incidents in Venezuela occurred after driving at speeds of over 100 MPH for long periods in very hot weather and with under inflated or improperly repaired tires.

While some states in the US can get very hot and some drivers do drive fast, the combinations of conditions are quite different in Venezuela.

## **General Dealer Inquiries**

### **Q22 For Firestone 235 75R15 Wilderness AT tires, what plant codes denote other Firestone plants?**

A22 As we have previously mentioned, the **ONLY** plant in question is the Decatur facility. It is denoted in the DOT code with a VDHL. Other Firestone plant codes are:

## Firestone Recall Q & A

Revision #3 August 12, 2000

- Wilson, NC W2
- Joliette, Quebec VN
- Lavergne, TN W1
- Aiken, SC BX
- Oklahoma City, OK HY
- Oaks, PA VC

### **Q23. What happened in Venezuela?**

A23. In light of media attention in Venezuela, customers have expressed concerns over tires on their Explorers in Venezuela. We want our customers to be satisfied. In the interest of customer satisfaction, we have offered these customers a set of competitor tires installed at the nearest Ford dealer free of charge.

### **Q24. What about ATX II tires?**

A24. An ATX II tire is an aftermarket tire. They are included in the field action.

### **ATW/Ford Tire Program Dealers**

### **Q25. As an ATW/Ford Tire Program dealer, am I a Firestone authorized repairing facility?**

A25. Yes. We recommend that all employees of your dealership are informed of your capability to perform tire check and tire replacement.

### **Q26. What do I need to do to tires that have been removed?**

A26. Recalled tires that are removed from vehicles, and in dealer inventory, must immediately be made unusable by either cutting the bead with bolt cutters, or drilling a 1" diameter hole in the side wall.

### **Q27. If a customer with a 91-96 Eddie Bauer and Limited has replaced their OE tires with Firestone tires that are in the suspect class -- are they covered by the provisions of the recall?**

A27. Yes. Aftermarket Firestone P235 75R15 ATX and Firestone P235 75R AT tires are included in the Firestone recall.

### **Q28. What do we do if a customer needs 1 tire? Do we replace 4?**

A28. Firestone to define. Will update ASAP.

### **Q29. How do I get tires?**

A29. Normal FCSO Tire Program distribution process.

### **Q30. If I have difficulty securing replacement tires, what do I do?**

A30. There WILL be a limited supply of tires in the industry to address the universe of customers included in this safety recall. Ford Motor Company is working diligently to increase the number of approved tires. Check QCDealer.com daily for updates to approved tires.

## Firestone Recall Q & A

Revision #3 August 12, 2000

**Q31. What do I do with new Radial ATX and Wilderness AT tires in my parts inventory that are affected by this recall?**

A31. Firestone will provide disposition of those tires.

### Non-AtW/Ford Tire Program Dealers

**Q32. I am not an AtW/Ford Tire Program dealer, can I perform the inspection?**

A32. Yes. Any Ford or Lincoln Mercury dealership can perform an inspection for vehicles that were originally equipped with Firestone Wilderness AT P235 75R15 tires; however, ONLY AtW/Ford Tire Program dealers are authorized to replace suspect tires.

**Q33. If I am not an AtW/Ford Tire Program dealer, what can I do for my customers?**

A33. Only AtW/Ford Tire Program dealers are authorized by Firestone to perform these repairs. You were recently sent an enrollment package to become a Ford Tire Program dealer. To enroll in the program submit the enrollment form or contact the Ford Tire Hotline Team 1-888-353-3251. Otherwise, direct your customer to the nearest Firestone outlet/Ford Tire Program dealer. All Ford & Lincoln Mercury dealers can inspect for the DOT code and tire pressure.

### Operation Retail

**Q34. How will the Firestone Recall affect the Direct Mail element of Operation Retail 3rd Event (promotion period 9/25/00 - 11/5/00) for AtW dealers who use the tire matrix?**

A34. 1 tire of the 14 tires in the tire matrix is involved in the Firestone recall, the P235 75R15 Firestone Wilderness AT. This tire has the application of Explorer, Mountaineer, and Ranger. These vehicle owners will receive a tire coupon with the brand message "We have competitively priced name brand tires". 5 other Firestone model tires are in the tire matrix, which are not involved in the recall. The applications for these tires include Ranger 4X2, Cougar, Thunderbird, Expedition, F-150/250/250 HD/ 350. These vehicle owners will receive the appropriate tire coupon for their vehicle at the dealer customized price.

## Firestone Recall Q & A

Revision #4 August 21, 2000

Dealer questions from the Fordstar broadcast have been combined with this Q & A. The new questions generated from the broadcast are highlighted in red a very few questions are still being researched and will be posted later. Answers that have been updated are noted in blue.

### Customer Inquiries

**Q1. What is included in the recall?**

**A1.** There are two types of tires announced in the Firestone safety recall, 1) original equipment 2) replacement tires.

**1) Firestone P235/75 R15 Radial ATX tires were installed as original equipment on the following vehicles:**

- ⇒ 1991 – 1996 Ford Explorers
- ⇒ 1991 – 1996 Rangers
- ⇒ 1991 – 1994 Broncos
- ⇒ A small number of 1991 – 1994 F-150

**NOTE:** Temporary spare tires marked "Temporary" on the sidewall are not affected.

**Firestone P235/75 R15 Wilderness AT tires produced at the Firestone Decatur plant only. These tires were potentially installed on the following vehicles:**

- ⇒ 1997 – 2001 Ford Explorers (99-01 excludes Eddie Bauer and Limited editions)
- ⇒ 2001 Ford Explorer Sport Trac
- ⇒ 1997 – 2000 Mercury Mountaineers
- ⇒ 1997 – 2000 Ford Rangers

**2) In addition, P235/75 R15 Firestone ATX & Wilderness AT (from Decatur) replacement tires are also included in this safety recall.**

**Q2. Are all ATX tires from other plants involved? Or just Decatur tires?**

**A2.** All Firestone P235/75 R15 Radial ATX tires (except "Temporary" spare tires) are involved regardless of where they are produced.

**Q3. Are there any 2001 model year vehicles involved?**

**A3. Yes.** A few 2001 Explorer Sport Trac & Explorer Sport vehicles built before August 7<sup>th</sup>, 2000 are included in this field action.

**Q4. How do we identify which F-Series vehicles are involved?**

**A4.** Firestone P235/75 R15 Radial ATX tires: A very small number of 1991 – 1994 F150 vehicles were equipped with 15" wheels and tires as standard equipment. Customers could conduct a visual inspection themselves. If the tire number is P235/75 R15 and Firestone Radial ATX is in large letters on the sidewall, then the tires are affected.

**Q5. Some Wilderness AT tires are not involved in the Firestone recall. why not?**

## **Firestone Recall Q & A**

**Revision #4 August 21, 2000**

**A5. This is a Firestone safety recall. They have identified a higher rate of failure in their 15-inch Wilderness AT tires manufactured at their Decatur facility.**

**Q6. Vehicles involved in the Firestone recall, what should I tell my customers to do?**

**A6. Go to your nearest Firestone dealer- this includes authorized Ford and Lincoln Mercury dealers, who will inspect your tires and replace as appropriate. If tires are not available, your local Firestone outlet may recheck tire pressure. Stay in touch with your Firestone outlet for tire availability.**

**Q7. I don't want Firestone tires; will Ford/Firestone pay to have another brand put on?**

**A7. This is a Firestone recall. Firestone is replacing the P235/75 R15 Radial ATX tire and Decatur built Wilderness AT tires with certified Wilderness AT tires that are not part of this recall as well as with other tire brands. Ford customers may visit Firestone or their local Ford/Lincoln/Mercury Dealership to investigate the feasibility of an alternate tire and availability.**

**Q8. What will I be able to do for these customers (in question 7)?**

**A8. If the customer's tires are involved in the recall, A&W/Ford Tire Program dealerships will be authorized to install approved non-Firestone brand replacement tires. Please see the approved matrix outlined in the Firestone Tire Information bulletin on QCDetail.com. This list will be updated daily.**

**Q9. I have called around and no one has tires - what should I do?**

**A9. If you have a Firestone P235/75 R15-inch tire that says either Wilderness AT or Radial ATX on the sidewall make sure your tires are inflated to Ford's recommended pressure (found on the label on the driver's door) on Explorers, you can best preserve the safety performance of your tires by consistently maintaining tire pressure at 26 - 30 psi. Please stay in touch with your servicing center on tire availability.**

**Q10. Is my vehicle safe to drive?**

**A10. Firestone has identified an increased failure rate in their tire and initiated a safety recall. The vast majority of failures have occurred in southern states with hot climates. Other factors impacting tire performance are tire maintenance and vehicle speed. Until you can get the recall work completed on your vehicle, take extra care to maintain your vehicle appropriately and drive responsibly.**

**Q11. What is the defect in the tires being replaced?**

**A11. Firestone has not identified the root cause of the higher failure rates.**

**Q12. Will customers be notified if only their spare tires are involved?**

**A12. Firestone will notify owners of all affected vehicles via mail. Remember that temporary spare tires are not affected by the recall.**

## Firestone Recall Q & A

Revision #4 August 21, 2000

**Q13. Will Firestone replace my tires even though they are severely worn?**

**A13.** Yes, if the tires are in the population covered by the Firestone recall they will be replaced regardless of their condition as long as they are still being used on a vehicle.

**Q14. I have a tire not affected by the recall, but looks like it is separating. What should I do?**

**A14.** Take your vehicle to an authorized Firestone retail dealer - including AtW/Ford Tire Program dealers - to determine if the tire is covered under normal warranty.

**Q15. Why are you still making vehicles with Firestone tires?**

**A15.** We are confident in the performance of the tires we are placing on production vehicles. The tires Firestone is recalling are produced in a different plant or are entirely different tires from the tires currently used in production.

**Q16. I have a new vehicle ordered and I don't want Firestone tires - what will you do?**

**A16.** 100% of Explorer/Mountaineer/Ranger vehicles will continue to be sourced with Firestone tires. We are confident that the tires currently being installed on our product are safe. As always, we recommend that you routinely check your tire pressure to make sure they are at the recommended level.

**Q17. I already paid for new tires - what will you/Firestone do?**

**A17.** Firestone has made refund forms available to all Firestone tire outlets and on the Firestone web site. The forms should be filled out and returned to Firestone.

**Q18. I understand that Firestone is recommending that customers inflate P235/75 R16 tires to 30 psi. What is Ford's position?**

**A18.** The recommended tire pressure for your vehicle is located on the vehicle certification label on the driver's door. For Explorers with a P235/75 R15 tire, the recommended tire pressure is 26 psi. Improperly inflated tires (either under-inflated or over-inflated) can affect vehicle handling and can fail suddenly, possibly resulting in a loss of vehicle control. At Firestone's request, Ford has evaluated the performance of Explorers equipped with P235/75 R15 tires inflated to 30 psi and has determined that the vehicle maintains good performance characteristics even at the higher pressure. Either tire pressure is within the specifications of the Tire and Rim Association guidelines.

**Q19. How do I check my tire pressure?**

- A19**
1. Use an accurate tire pressure gauge.
  2. Check tire pressure when the tires are cold, after the vehicle has been parked for at least one hour or has been driven for less than 3 miles.
  3. Adjust tire pressure to recommended specifications found on the certification label.

## Firestone Recall Q & A

Revision #4 August 21, 2000

**Q20. I am in Phase III of the recall rollout schedule; can I still get the recall performed now? Do I have to wait?**

**A20. For customer satisfaction purposes, Ford & Lincoln Mercury dealerships are authorized to replace tires on Ford or Lincoln Mercury vehicles with approved tires regardless of geographic location. Please contact your local Ford & Lincoln Mercury dealer for tire availability.**

**Q21. For units involved in the recall, can I put non-Firestone tires on my vehicle?**

**A21. You must remember tires, not vehicles are involved in the recall. Tires affected by the recall can be replaced with Firestone and other brands, subject to availability, by your local Ford & Lincoln Mercury dealer authorized to perform tire repairs.**

**Q22. I keep hearing in the media about tire pressures. What are Ford's recommended tire pressures by application?**

**A22. See chart below**

AFFECTED BRAND	MODEL	FIRESTONE ATX (MY)	TIRE PRESSURE (ft. rear) psi	FIRESTONE WILDERNESS (MY)	TIRE PRESSURE (ft. rear) psi
FORD	EXPLORER	91 - 96	26** - 28**	97 - 00*	28** - 26**
FORD	EXPLORER SPORT - 2DR	91 - 96	26** - 28**	97 - 01*	28** - 26**
FORD	EXPLORER SPORTRAC	N/A	.	01*	28 - 35
FORD	RANGER	91 - 96	30 - 35	97 - 00*	30 - 35
FORD	F - 150	91 - 94	35 - 41	N/A	.
FORD	BRONCO	91 - 94	35 - 41	N/A	.
MERCURY	MOUNTAINEER	N/A	28** - 28**	97 - 00*	28** - 26**
MAZDA	NAVAJO	91 - 94	26** - 26**	N/A	.
MAZDA	B-SERIES PICKUP	94 - 96	30 - 35	97 - 00*	30 - 35

\* Firestone Decatur, Illinois Plant only

\*\* Ford approved range is 26 - 30 psi.

**Q23. What about vehicle damage caused by a blowout of one of the tires?**

**A23. As with any road hazard situation, this needs to be referred to Firestone for handling. Visit your local company Firestone store. They will provide a claim form. Please complete the form and the outlet will forward it to Firestone's corporate office for investigation and handling.**

**Q24. What alternatives will be available to customers who are unable to secure tires?**

## Firestone Recall Q & A

Revision #4 August 21, 2000

A24. Remind customers that this is a Firestone recall. Ford and Lincoln Mercury dealers have been given additional TAP days to provide alternate transportation for customers affected by this recall when appropriate.

Q25. Why isn't the 16" tire included in the recall?

A25. Firestone's data does not indicate a safety issue with the 16" tire.

Q26. Why did you replace them in Venezuela and not in the US?

A26. The conditions in Venezuela are very different than the US. Excessively high temperatures, extreme high speed driving for extended periods, overloading and low tire inflation are primary factors in Venezuela. Improper tire repair (tires repaired without rubber plugs and patches inside the tire) also appears to be a contributing factor.

For example, many of the incidents in Venezuela occurred after driving at speeds of over 100 MPH for long periods in very hot weather and with under inflated or improperly repaired tires.

While some states in the US can get very hot and some drivers do drive fast, the combinations of conditions are quite different in Venezuela.

Q27. When will customers receive a letter on this recall?

A 27. Firestone is responsible for notifying customers of the recall. Ford Motor Company, however, will also communicate with our customers about this recall. Our mailing schedule is under development.

### General Dealer Inquiries

Q28. For Firestone P235/76 R15 Wilderness AT tires, what plant codes denote other Firestone plants?

A28. As we have previously mentioned, the ONLY plant in question is the Decatur facility. It is denoted in the DOT code with a VD. Other Firestone plant codes are:

- Wilson, NC            W2
- Joliet, Quebec        VN
- Laverne, TN            W1
- Aiken, SC              BX
- Oklahoma City, OK    HY
- Oaks, PA                VC

Q29. What about ATX II tires?

A29. An ATX II tire is an aftermarket tire. They are included in the field action.

## Firestone Recall Q & A

Revision #4 August 21, 2000

**Q30. Will the submission of warranty claims for the replacement of non-Firestone tires under the Firestone recall affect the Dealer Warranty Measurement Report (362-126) and the Warranty Counseling Process?**

**A30. Claims submitted for the replacement of non-Firestone tires under the recall must be submitted using Program Code P17. Using Program Code P17 will bin these repairs to group 37 on the 362-126 dealer measurement report. Group 37 is NON-MEASURED in terms of the warranty counseling process. Replacing non-Firestone tires using Program Code P17 under the Firestone Tire Recall will have no effect on a dealer's measured warranty performance or impact on a dealer's standing/progression through the Warranty Counseling Process. Please refer to the Ford bulletin covering the Firestone Tire Recall (Attachment 1) for specific claims preparation and submission information, which can be found on QCDealer.com.**

### AtW/Ford Tire Program Dealers

**Q31. As an AtW/Ford Tire Program dealer, am I a Firestone authorized repairing facility?**

**A31. Yes. We recommend that all employees of your dealership be informed of your capability to perform tire check and tire replacement.**

**Q32. What do I need to do to tires that are taken out of service because of the recall? How do I dispose of tires involved in the recall?**

**A32.**

#### **Tires Removed from Vehicles**

Tires that are removed from vehicles must immediately be made unusable by either cutting the bead with bolt cutters, drilling a one-inch diameter hole in the sidewall, or cutting the tire completely in half. The DOT code should not be defaced or removed. The tire should then be disposed of according to local laws refer to the Tire Administration Guide for further information.

**NOTE: AtW/Ford Tire Program dealers will be independently audited for compliance with the above procedure.**

#### **New Inventory Tires**

All new Radial ATX or Wilderness AT tires with DOT code VDHL tires (never mounted) in AtW/Ford Tire Program dealer inventory must be returned to Firestone. Dealers must call 1-800-668-0345 to obtain a "Returned Goods Authorization (RGA) number. The RGA is a 6-digit number required to return the tires. Only tires affected by the Firestone recall will be accepted. Firestone will pay all freight for the return of these tires.

**Q33. If a customer with a 99-98 Eddie Bauer and Limited has replaced their OE tires with Firestone tires that are in the suspect class -- are they covered by the provisions of the recall?**

**A33. Yes. Aftermarket Firestone P235/75 R15 Radial ATX and Firestone P235/75 R15 Wilderness AT tires built at Decatur are included in the Firestone recall.**

## Firestone Recall Q & A

Revision #4 August 21, 2000

**Q34. What do we do if a customer needs 1 tire? Do we replace 4?**

**A34. Spare tires should be replaced only if the tires are the tires described in the recall. Tires marked "Temporary" on the sidewall are not subject to the recall.**

### If Firestone Tires are Used as Replacement Tires

Firestone has indicated that the tread depth of the replacement and the remaining (unaffected) tires on the vehicle will need to be compared. Next check the chart below to determine the number of tires to replace.

Tread Differential Old Versus New		
	Less than 25% difference	Greater than 25% difference
4 x 4	Replace affected tires only	Replace all tires
4 x 2	Replace affected tires only	Replace tires in pairs by axle (2 tires front or rear)

### If Non-Firestone Tires are Used as Replacement Tires

If one or more tires are affected, replace 4 tires.

**Q35. Can customers upgrade from the approved tires? How does the customer pay for the upgrade?**

**A35. No, customers may only replace their recalled tires with Firestone tires or tires from the approved tire list.**

**Q36. Will AtW/Ford Tire Program dealers be indemnified if they inspect a tire, determine the tire needs to be replaced under the Firestone recall, but do not have replacement tires available at that time and the customer gets in accident?**

**A36. Ford is not providing any additional indemnification under this recall beyond the existing agreements that we already have with our dealers. Dealers should notify the customer the tires are affected and make sure the tires are inflated to the recommended tire pressure. Additionally, the customer should be informed that tire maintenance and speed impact tire performance. Until they can get the recall work completed, they should take extra care to maintain their vehicle appropriately and drive responsibly. It may help to make sure the customer knows the proper pressure and how to check tire pressure.**

**Q37. Will we get reimbursed for valve stems and wheel weights?**

**A37. Yes, they are included in the labor operation and should not be charged out separately.**

**Q38. Does the recall cover tires not on a vehicle.**

**A38. No, only tires mounted on a vehicle are covered under the Firestone recall.**

## Firestone Recall Q & A

Revision #4 August 21, 2000

**Q39. Does a tire inspection need to be claimed with a replacement labor operation?**

**A39. No tire inspection and tire replacement are now separate labor operations.**

**Q40. Since Firestone is not providing rental cars, what avenues can we use to provide the customer with alternate transportation while they are waiting on replacement tires to become available?**

**A40. Dealers have been allocated incremental TAP days to be utilized at their own discretion for customers under this recall. AWA is available on a case-by-case basis.**

**Q41. How do I get tires?**

**A41. Order tires using the normal FCSD Tire Program distribution process.**

**Q42. If I have difficulty securing replacement tires, what do I do?**

**A42. There WILL be a limited supply of tires in the industry to address the universe of customers included in this safety recall. Ford Motor Company is working diligently to increase the number of approved tires. Check [QCDealer.com](http://QCDealer.com) daily for updates to approved tires.**

**Q43. What do I do with new Radial ATX and Wilderness AT tires in my parts inventory that are affected by this recall?**

**A43. All affected new tires (never mounted) in ATW/Ford Tire Program dealer inventory must be returned to Firestone. Dealers must call 1-800-668-0345 to obtain a "Returned Goods Authorization (RGA) number. The RGA is a 6-digit number required to return the tires. Only tires affected by the Firestone recall will be accepted. Firestone will pay all freight for the return of these tires.**

**Q44. Will we be reimbursed for prep time to clean the wheels prior to installing the new tire?**

**A44. This is included in the time allowed to replace a tire.**

**Q45. What do we do about price gouging by tire suppliers?**

**A45. See: [Having Trouble Locating Tires?](#)**

**Q46. ATW guidelines recently changed. why?**

**A46. Please see the announcement in the [tire center](#). ATW is a selling process- Ford Tire Program is a means to secure tires - only.**

## Firestone Recall Q & A

Revision #4 August 21, 2000

**Q47. If you replace affected tires with authorized non-Firestone tires, who pays the difference between Firestone and replacement price? Customer?**

**A47. Customers are not to be charged to replace tires under this recall. For non-Firestone tires, dealers are to claim "Suggested List Price" regardless of dealer acquisition price.**

**Q48. Can we advertise to inspect and/or repair vehicles covered under this campaign?**

**A48. We are in a serious parts availability situation. Any advertising by our AtW/Ford Tire Program dealers will only exacerbate the situation. As this is not a Ford recall, advertising this recall is not a violation of the Sales and Service Agreement. It is our recommendation that any dealer advertising be delayed until the parts availability issue is rectified.**

**Q49. How do we handle spare tires?**

**A49. Spare tires should be replaced only if the tires are Firestone P235/75 R15 Radial ATX or Firestone P235/75 R15 Wilderness AT tires produced at Decatur. Spare tires marked "Temporary" on the sidewall are not subject to the recall and should not be replaced.**

**Q50. What are the Firestone and Ford Motor Company claiming procedures?**

**A50. See: [Bridgestone/Firestone Recall to all Ford and Lincoln Mercury Dealers on AtW/Ford Tire Program](#)**

**Q51. Are new units in stock with affected tires on delivery hold?**

**A51. Yes, the vehicles are on demonstration/delivery hold until the recall has been completed. Dealers should inspect their inventory to identify the affected vehicles.**

**Q52. What do we do with non-Ford vehicles with recalled tires?**

**A52. Replace the tires and process a claim through Firestone using form BF 300 87.**

### **Non-AtW/Ford Tire Program Dealers**

**Q53. I am not an AtW/Ford Tire Program dealer, can I perform the inspection?**

**A53. Yes. Any Ford or Lincoln Mercury dealership can perform an inspection for Ford or Lincoln Mercury vehicles equipped with Firestone Wilderness AT P235 75R15 tires; however, ONLY AtW/Ford Tire Program dealers are authorized to replace affected tires.**

**Q54. If I am not an AtW/Ford Tire Program dealer, what can I do for my customers or my affected vehicles in stock?**

## Firestone Recall Q & A

Revision #4 August 21, 2000

**A54.** Only AtW/Ford Tire Program dealers are authorized by Firestone to perform these repairs. You were recently sent an enrollment package to become a Ford Tire Program dealer. To enroll in the program submit the enrollment form or contact the Ford Tire Hotline Team 1-888-353-3251. Otherwise, direct your customer or take your vehicles to the nearest Firestone outlet/Ford Tire Program dealer. All Ford & Lincoln Mercury dealers can inspect for the DOT code and tire pressure.

**Q55.** What if my Firestone dealer will not replace the affected tires on my in stock vehicles?

**A55.** You will need to procure tires from another source. You may try to coordinate with an AtW/Ford Tire Program dealer, or other tire dealer. You may also enroll in the Ford Tire Program by calling 1-888-353-3251.

### **Operation Retail**

**Q56.** How will the Firestone Recall affect the Direct Mail element of Operation Retail 3rd Event (promotion period 9/25/00 - 11/5/00) for AtW dealers who use the tire matrix?

**A56.** 1 tire of the 14 tires in the tire matrix is involved in the Firestone recall, the P235/75 R15 Firestone Wilderness AT (if built at the Decatur plant). This tire has the application of Explorer, Mountaineer, and Ranger. These vehicle owners will receive a tire coupon with the brand message "We have competitively priced name brand tires". 5 other Firestone model tires are in the tire matrix, which are not involved in the recall. The applications for these tires include Ranger 4X2, Cougar, Thunderbird, Expedition, F-150/250/250 HD/ 350. These vehicle owners will receive the appropriate tire coupon for their vehicle at the dealer customized price.

**Q57.** How do I find a current listing of AtW/Ford Tire Program dealers?

**A57.** See: [Ford and Lincoln Mercury AtW/Ford Tire Program Dealers](#)

**Q58.** A customer has tires not mounted on a vehicle. The customer replaced the tires and saved them for spares. Should these tires be replaced under the recall?

**A58.** Only tires that are mounted on a vehicle can be replaced and claimed under this recall. Tires that have been replaced because they are worn out, have been used all of their useful life and did not experience a failure so no replacement tires are justified. If this customer replaced the tires because of the media attention surrounding this issue, then a refund may be requested from Firestone using the forms on the [Firestone web site](#)

**Q59.** Being a Quick Lane dealer, can we replace Firestone tires on a competitive make vehicle with non-Firestone replacements? Also, how do we claim this on an 1853?

**A59.** All Quick Lane and Quality Care Service Centers are automatically enrolled in the Ford Tire Program, and are eligible to complete the Firestone Recall. Competitive make vehicles cannot be claimed under the Firestone recall through Ford. Competitive vehicles must be claimed through Firestone.

RECEIVED  
00.AUG 29 AM 10:  
OFFICE  
DEFECTS INVESTIG

**BRIDGESTONE/FIRESTONE, INC.**

60 Century Boulevard  
Nashville, TN 37214  
Phone: 615-872-5000  
Fax: 615-872-1599

August 25, 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:

Attached are the following items:

- 12. Sample envelope previously approved by fax
- 13. Mr. Ono's Bridgestone/Firestone Retailer Letter (with photo)
- 14. Mr. Ono's Bridgestone/Firestone Retailer Letter (without photo)
- 15. Firestone Speeds Up Pace of Recall; Tires Being Airlifted from Japan - Newsletter Dated August 22, 2000
- 16. Mr. Ishibashi's Bridgestone/Firestone Retailer Letter Dated August 22, 2000
- 17. Firestone's Update On The Voluntary Safety Recall - Mr. Ono's Firestone Customer Letter
- 18. Important Information Concerning the Dueler/Olympus Binocular Promotion and Your "Fall Festival of Values" Turnkey Flyer

Sincerely,

*Glenn Capehart*  
G. A. Capehart, Manager  
Government Liaison  
Corporate Quality Assurance

Attachment

**Bridgestone/Firestone, Inc.**

P.O. Box 1966  
Southgate, MI 48195-9970

**SAFETY RECALL NOTICE**



**MASATOSHI ONO**  
Chief Executive Officer

## **BRIDGESTONE/FIRESTONE, INC.**

50 Century Blvd.  
Nashville, TN 37214

Dear Bridgestone/Firestone Retailer:

We want to thank you for your dedication and hard work during this time. I also want to thank you for your many letters of support. We recognize that the voluntary safety recall has put a strain on many of you and has led to a disruption in your daily business. All of us at Bridgestone/Firestone offer you our thanks. Without your support it would be impossible to accomplish all that we must.

We have, and will always, put the safety of our customers first. Several initiatives are underway to make certain that this recall can be completed as quickly as possible:

- We have maximized production of replacement tires at our plants worldwide.
- We are air freighting tires to the U.S. from Japan nearly every day.
- We are working with other manufacturers to assure that as many replacement tires as possible are available.

Please continue to convey to your customers that Bridgestone/Firestone is doing everything possible to help bring a resolution to this situation.

As we move forward we will make certain that all of you are informed of any programs or processes that we are initiating. It is important to us that everyone in the Bridgestone/Firestone family is well informed and aware of what is happening.

I want to convey our gratitude to you for all that you have done. It is heartening to see our entire family gathering together to support one another during this recall. We at Bridgestone/Firestone thank you again, and will be thanking you for many years to come.

Masatoshi Ono  
Chief Executive Officer  
Bridgestone/Firestone, Inc.

## **BRIDGESTONE/FIRESTONE, INC.**

MASATOSHI ONO  
Chief Executive Officer

50 Century Blvd.  
Nashville, TN 37214

Dear Bridgestone/Firestone Retailer:

We want to thank you for your dedication and hard work during this time. I also want to thank you for your many letters of support. We recognize that the voluntary safety recall has put a strain on many of you and has led to a disruption in your daily business. All of us at Bridgestone/Firestone offer you our thanks, without your support it would be impossible to accomplish all that we must.

We have, and will always, put the safety of our customers first. Several new initiatives are underway to make certain that this recall can be completed as quickly as possible:

- We have maximized production of replacement tires at our plants worldwide.
- We are airlifting tires to the U.S. from Japan nearly everyday.
- We are working with other manufacturers to assure that as many replacement tires as possible are available.
- We have extended our reimbursement policy for tires involved in the recall. Consumers may continue to have their tires replaced free of charge at any company-owned Firestone Tire and Service Center, authorized participating Bridgestone/Firestone retailers or Ford, Mercury and Mazda dealers. Customers who choose to purchase competitors' tires from any other tire retailer will be eligible for reimbursement up to \$100 per tire, including mounting and balancing charges and taxes.

Please continue to convey to your customers that Bridgestone/Firestone is doing everything possible to help bring a resolution to this situation.

As we move forward we will make certain that all of you are informed of any programs or processes that we are initiating. It is important to us that everyone in the Bridgestone/Firestone family is well informed and aware of what is happening.

I want to convey our gratitude to you for all that you have done. It is heartening to see our entire family gathering together to support one another during this recall. We at Bridgestone/Firestone thank you again, and will be thanking you for many years to come.

Masatoshi Ono  
Chief Executive Officer  
Bridgestone/Firestone, Inc.

**FOR MORE INFORMATION CONTACT  
Chris Karbowiak or Marianna Deal  
At the Bridgestone/Firestone media hotline at:  
1-877-201-2373**

**FIRESTONE SPEEDS UP PACE OF RECALL;  
TIRES BEING AIRLIFTED FROM JAPAN**

**NASHVILLE, August 22, 2000** -- Tires being air-lifted from Bridgestone Corporation manufacturing plants in Japan will help Firestone accelerate its delivery of replacement tires for consumers in the United States.

The first shipment of new replacement tires will leave on a Thai Airways flight from Japan Wednesday and at least 10 more flights are planned between Wednesday and Sunday. These shipments will continue nearly every day as long as needed to assist consumers involved with the recall. The company also announced Monday that more than 560,000 recalled tires had been replaced by this past weekend.

"Added to the major production increase already being implemented in the United States, this airlift reinforces our efforts to get replacement tires to our customers through company-owned Firestone Tire and Service Centers or authorized participating Bridgestone/Firestone retailers," said Masatoshi Ono, chief executive officer, Bridgestone/Firestone Inc. More than 13,000 authorized participating retailers are involved in the replacement process, along with thousands of other tire manufacturers' retail outlets.

"We previously said we would complete this recall by spring. But we are not satisfied with that. With this assistance from our parent company, our own stepped-up production in the U.S. and the support of other tire manufacturers as well as Ford, we are confident that we can beat that schedule," Ono said.

Firestone announced August 9 a voluntary safety recall of all Firestone Radial ATX and Radial ATX II tires in size P235/75R15 produced in North America, and Wilderness AT tires in size P235/75R15 produced at the Decatur, Illinois plant.

###

**BRIDGESTONE/FIRESTONE TIRE SALES COMPANY**

One Bridgestone Park  
P.O. Box 140991  
Nashville, TN 37214

August 15, 2000

DEAR BRIDGESTONE/FIRESTONE RETAILER:

**RE: RETURN OF NEW TIRES FROM YOUR INVENTORY  
VOLUNTARY RECALL OF FIRESTONE P235/75R15 ATX AND ATX II TIRES, AND CERTAIN FIRESTONE  
P235/75R15 WILDERNESS AT TIRES**

This is to state our policy on the return of the voluntary recall P235/75R15 ATX and ATX II tires, and certain Firestone P235/75R15 Wilderness AT Tires. Exact tires involved are listed below:

<u>SIZE</u>	<u>BRAND/PATTERN</u>	<u>DOT PLANT CODE (first two characters of DOT Code)</u>
P235/75R15	FIRESTONE ATX	ANY/ALL DOT CODES
P235/75R15	FIRESTONE ATX II	ANY/ALL DOT CODES
P235/75R15	FIRESTONE WILDERNESS AT	<u>YD ONLY</u>

**RETURNS OR EXCHANGES**

It will be necessary to contact Customer Service to obtain an RGA number for any of these returns. Our Distribution Center will call to arrange and schedule the return. Any product that is returned without prior approval will be refused upon receipt. The RGA number will be used to control the return.

Return of these new uninstalled tires must be the above products.

Returns of used recalled products should be processed through our claim system separately.

All transportation charges on prior approved returns to the destination designated by B.F.S. will be born by B.F.S.

For uninstalled tires the credit will be issued at the original net invoice price billed to the dealer less any applicable AVB or other credit, or at the price in effect at the time of return, whichever is lower. In addition to the above credit B.F.S. will credit an additional \$0.50 per tire for handling. If the product is not in first class condition, B.F.S. reserves the right to reduce the credit amount or refuse credit completely.

MAS-NR

## **BRIDGESTONE/FIRESTONE TIRE SALES COMPANY**

One Bridgestone Park  
P.O. Box 140991  
Nashville, TN 37214

August 15, 2000

**DEAR BRIDGESTONE/FIRESTONE RETAILER:**

**RE: Firestone Voluntary Recall Refund Request**

By Wednesday you will receive a supply of Firestone Voluntary Recall Refund Request Forms. This form is to be given to any customer who has purchased tires on a pro-rated customer satisfaction basis from an authorized Firestone Retailer between January 1, 2000 and August 8, 2000, or has purchased replacement tires between August 9, 2000 and August 16, 2000.

One form is to be given to a customer. The customer should be instructed to complete the form by providing the information requested, including the appropriate receipt(s) and documents. The documents should then be mailed to the address provided on the form. Further specific situation instructions are included with the form. Also included will be a Firestone Voluntary Recall Tire Surrender Verification Form. This form is to be given to customers that have purchased tires from a competitor after August 9, 2000. This form needs to be completed by the Store Manager, store stamped, signed and given to the customer upon surrender of the recalled tires.

As directed in the Firestone Voluntary Limited Product Recall Instruction Package, Retailers should not refund any cash, credit card or CFNA purchases for the recalled tires.

Additional forms will be available from Bridgestone/Firestone Mailing & Fulfillment Center (Athlon), 1-800-860-0059.

**MAS-RR**

# **Firestone Voluntary Recall Refund Request**

for

## **P235/75R15 Firestone Radial ATX and ATXII Tires**

Made in North America (excludes temporary spare tires  
identified by "temporary" on the sidewall)

## **P235/75R15 Firestone Wilderness AT Tires**

Made at our Decatur, IL plant with DOT serial numbers 1st  
& 2nd digits "VD"

For U.S. Use Only

## **Instructions for Filing Firestone Voluntary Recall Refund Request**

1. This form is to be used by any customer who paid to replace a recalled tire(s) on a pro-rated, customer satisfaction basis purchased from an authorized Bridgestone/Firestone Retailer between January 1 and August 8, 2000, or paid to replace a recalled tire between August 9 and August 18, 2000 and is now requesting a refund.
2. The tires included in this voluntary recall are:
  - P235/75R15 Firestone Radial ATX and ATX II tires made in North America (excludes temporary spare tires identified by "TEMPORARY" on the sidewall)
  - P235/75R15 Firestone Wilderness AT tires made at our Decatur, IL plant with DOT serial numbers 1st and 2nd digits, "VD"
3. Use Form 1 if you paid to replace a recalled tire on a pro-rated, customer satisfaction basis purchased from an authorized participating Bridgestone/Firestone Retailer between January 1 and August 8, 2000.

If you purchased a replacement tire from a Firestone Tire and Service Center, you must include your original paid receipt for the replacement tire(s).

If you purchased a replacement tire from an authorized participating Bridgestone/Firestone Dealer, you must include a copy of your Dealer Claim Form and your original paid receipt for the replacement tires.

4. Use Form 2 if you paid to replace a recalled tire between August 9 and August 18, 2000.

If you purchased a replacement tire from a Firestone Tire and Service Center, you must include your original paid receipt for the replacement tire(s).

If you purchased a replacement tire from an authorized participating Bridgestone/Firestone Retailer you must include a copy of your Dealer Claim Form and your original paid receipt for the replacement tires.

If you purchased a replacement tire from any other retailer you must include your original paid receipt for the replacement tires and a Firestone Voluntary Recall Surrender Form verifying ownership of the recalled tires.

**NOTE:** The Voluntary Surrender Form is available at all authorized participating Bridgestone/Firestone retailers. Deliver the recalled tires to a Firestone Tire and Service Center or authorized participating Bridgestone/Firestone retailer, complete the surrender form and include with the Refund Request Form.

5. Please provide all of the information as clearly as possible to enable your request to be properly processed.
6. No refunds will be approved without the required documentation.
7. Upon approval of your request, a refund check will be sent to the person listed on this form at the address specified.

### **Mail Completed Form To:**

**Firestone Recall Reimbursement Center  
P.O. Box 5199  
Des Plaines, IL 60017-5199**

**For Replacement Tires Purchased between January 1, 2000 & August 8, 2000**

For All P235/75R15 Firestone ATX, ATX II (excludes Temporary Spare Tires Identified by "Temporary" on the Sidewall).  
For All P235/75R15 Firestone Wilderness AT Produced at the Decatur Plant ONLY & with DOT Serial # 1st and 2nd Digits "VD"

If you paid to replace a recalled tire (only tires noted above) on a Pro-rated, Customer Satisfaction basis from an "Authorized Participating Bridgestone/Firestone Retailer" between **January 1, 2000 and August 8, 2000**.  
**Complete This Form.**

**Customer Information**

Please Print Clearly

Customer Name: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_

Phone w/ Area Code: Home \_\_\_\_\_ Office \_\_\_\_\_

**Vehicle Information**

Year: \_\_\_\_\_

Make: \_\_\_\_\_

Model: \_\_\_\_\_

License Plate #: \_\_\_\_\_

Vehicle Identification #: \_\_\_\_\_

Please identify which type of tire was removed from your vehicle:

- Firestone ATX
- Firestone ATX II
- Firestone Wilderness AT  
Decatur Production Only  
DOT Serial # 1st and 2nd Digits "VD"

Please identify the location you purchased the replacement tires from:

Authorized Participating Bridgestone/Firestone Retailer Name & Address \_\_\_\_\_

Quantity Purchased \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/2000

Date of Purchase:

Attach one of the following documents to this form:

- 1** If You Purchased From a Firestone Tire and Service Center/Include: Your Original Receipt for the Tires Purchased to Replace the Recalled Tires.
- 2** If You Purchased From "An Authorized Participating Bridgestone/Firestone Retailer". A Copy of Your Dealer Claim Form and Your Original Paid Receipt for the Tires You Purchased to Replace the Recalled Tires.

Amount Paid \$ \_\_\_\_\_

**Important:**  
We will reimburse the cost of the tires, balance, valve stems, sales tax and applicable disposal fees, only. **MUST ATTACH ORIGINAL RECEIPT.**

By my signature below, I certify that the information contained in this Request is true and correct, and that upon receipt of my refund, I release Bridgestone/Firestone, Inc. and it's agents from any and all claims, whether known or unknown, in connection with the tires that are the subject of this Request.

Signature: \_\_\_\_\_

Date \_\_\_\_\_

For Office Use Only



# FIRESTONE VOLUNTARY RECALL TIRE SURRENDER VERIFICATION FORM

This form is to be completed at the time the customer surrenders the tires that are covered by the Voluntary Recall.

DATE: \_\_\_\_\_

CUSTOMER NAME: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY & STATE: \_\_\_\_\_

PHONE # HOME \_\_\_\_\_ OFFICE: \_\_\_\_\_

QUANTITY RECEIVED \_\_\_\_\_

- Firestone ATX       Firestone ATX II       Firestone Wilderness AT  
(Decatur production only - DOT serial #  
1st & 2nd digits "VD")

DOT Serial #	1													
	2													
	3													
	4													
	5													

\_\_\_\_\_  
CUSTOMER SIGNATURE

\_\_\_\_\_  
STORE MANAGER SIGNATURE

Store Stamp

Note to Customer: Please submit this form with your Voluntary Tire Refund Request Form.

BRIDGESTONE/PRESTONE, INC.

CLAIM NO.  
7785349

WARRANTY CLAIM FORM

TO COMPLETE THIS WARRANTY CLAIM FORM, YOU MUST COMPLETE THE FOLLOWING INFORMATION:

1. Complete customer info is required along with vehicle info.

2. Servicing dealer account number required.

NAME: J.W. CUSTOMER  
STREET ADDRESS: 612 ELM ST.  
CITY STATE ZIP CODE: MONTWYN, U.S. 12345

VEHICLE MAKE: FORD  
VEHICLE MODEL: EXPLORER  
YEAR: 1994  
VEHICLE TYPE: SUV

DEALER ACCOUNT NO.: 123456  
CLAIM DATE: 11/00

VEHICLE VIN: P235/16K15...  
VEHICLE IDENTIFICATION NO.: YHLAT5016...

VEHICLE YEAR: 1994  
VEHICLE MAKE: FORD  
VEHICLE MODEL: EXPLORER

DEALER NAME: JOE'S SERVICE  
DEALER ADDRESS: 999 O...  
CITY STATE ZIP CODE: MONTWYN, U.S. 12345

**EXAMPLE**

3. DOT numbers for each tire replaced.

4. "Voluntary Recall" required as reason for claim.

5. Replacement Article or computer's tire description.

VEHICLE IDENTIFICATION NO. (VIN): YHLAT5016...  
VEHICLE MAKE: FORD  
VEHICLE MODEL: EXPLORER  
YEAR: 1994  
VEHICLE TYPE: SUV  
VEHICLE COLOR: ...  
VEHICLE EQUIPMENT: ...  
VEHICLE CONDITION: ...  
VEHICLE MILEAGE: ...  
VEHICLE DATE OF PURCHASE: ...  
VEHICLE DATE OF ACQUISITION: ...  
VEHICLE DATE OF REGISTRATION: ...  
VEHICLE DATE OF INSURANCE: ...  
VEHICLE DATE OF TITLE: ...  
VEHICLE DATE OF SALES TAX: ...  
VEHICLE DATE OF LICENSE: ...  
VEHICLE DATE OF REGISTRATION FEE: ...  
VEHICLE DATE OF SALES TAX FEE: ...  
VEHICLE DATE OF LICENSE FEE: ...  
VEHICLE DATE OF REGISTRATION FEE: ...  
VEHICLE DATE OF SALES TAX FEE: ...  
VEHICLE DATE OF LICENSE FEE: ...

6. Vehicle VIN required on all claim forms

**TO: Regions / Zones****DATE: August 15, 2000****FROM: Shu Ishibashi****REF. NO: SI-2000-213****SUBJECT: Firestone Voluntary Recall Advertisement**

Reference the attached Firestone Voluntary Recall Advertisement that will run this week in local and national papers. The advertisement is intended to ensure that consumers are aware of the voluntary recall and the procedures to check their tires and have them replaced if they are affected. Along with a copy of the newspaper ad, I have included the newspapers that the ad will run in this week. Please advise your customers of this pending advertisement.

Sincerely yours,

Shu Ishibashi  
Vice President  
Consumer Tires Marketing

# How to tell if your Firestone Tires are included in the voluntary recall

Bridgestone/Firestone, Inc. has announced a voluntary recall of certain tires that are usually found on light trucks and SUV's. There has been an increasing concern in and concern about this recall, and we are committed to answering your questions. The tires being recalled are:

- P235/75R15 Radial ATX and ATX II tires made in North America
- P235/75R15 Wilderness AT tires made at our Decatur, IL, plant

We apologize for any inconvenience or distress this recall may have caused you. The safety and confidence of our customers is always the first concern of Bridgestone/Firestone.

Have's hour or call if your tires are part of this recall:

If you have original tires mounted on your Ford Explorer, Mazda Navajo, or Mercury Marauder SUV or light truck, or have replaced the tires on any make or model of an SUV or light truck, please answer these questions to see if you qualify for the recall.

**1. DOES THE SIDEWALL OF YOUR FIRESTONE TIRES SHOW THE SIZE DESIGNATION P235/75R15?**

- YES, proceed to question 2.
- NO, your tires ARE NOT subject to the recall. Please check your vehicle's specifications to ensure your tires are properly inflated and maintained.
- UNSURE, call 1-800-465-1904 for assistance in determining if your tires are being recalled.

**2. IS YOUR TIRE A FIRESTONE RADIAL ATX OR RADIAL ATX II?**

- YES, your tires ARE subject to the recall if you also answered YES to question 1.
- NO, proceed to question 3.
- UNSURE, call 1-800-465-1904 for assistance in determining if your tires are being recalled.

**3. IS YOUR TIRE A WILDERNESS AT?**

- YES, your tires MAY BE subject to the recall. Please take your vehicle to your nearest company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer who will check the tire to determine if it was manufactured at our Decatur, IL, plant. If the tire bears a Department of Transportation code beginning with the letters "VD," it is subject to the recall.
- NO, your tires ARE NOT subject to the recall. Please check your vehicle's specifications to ensure your tires are properly inflated and maintained.
- UNSURE, call 1-800-465-1904 for assistance in determining if you qualify.

If you answered YES to questions 1 and 2, CONTACT your nearest company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer to set up an appointment to have your tires replaced. This will be done at no cost to you. If you answered YES to questions 1 and 3 your tires may be subject to recall. Please call 1-800-465-1904 to find your nearest Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer for information or help in determining if your tires are subject to recall.

Bridgestone/Firestone is committed to your safety. Therefore, we urge all drivers to keep their tires inflated to the level specified by the vehicle manufacturer.

- For drivers of Ford Explorers and Mercury Marauders with 46's size tires we are recommending an inflation of 30 psi.
- Ford Motor Company has specified a range of inflation pressures of 30 - 35 psi.

Our commitment is to replace all recalled tires as quickly as possible. As we increase U.S. production of replacement tires and ramp up supplies from our global network, we are prioritizing deliveries to our states and markets and customers in the first most affected areas (Arizona, California, Florida and Texas). Meanwhile, we are using all of our assets and resources in every state to respond immediately to their concerns, replacing the recalled tires with comparable tires, if necessary.

- Customers who exchanged recalled tires between January 1, 2002 and August 8, 2002 at a company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer and may have paid a premium for the tires they, should pick up a replacement form at a company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer and follow the instructions on the form.
- For recalled tires that were replaced either at a company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer with comparable tires between August 9 (the first day of the recall) and August 16, 2002, reimbursement will be limited to \$100 per tire including applicable mounting and balancing charges and taxes. You should pick up a replacement form for this situation as well, at a company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer and follow the instructions on the form.
- As of August 17, we urge all customers to have recalled tires replaced at a company-owned Firestone Tire and Service Center or authorized Bridgestone/Firestone retailer. Any questions regarding this recall program please contact 1-800-465-1904.

Thank you,  
Bridgestone/Firestone, Inc.



## **Firestone Extends Reimbursement Program to Meet Customer Needs**

**NASHVILLE, Tenn., Aug. 17, 2000** — Bridgestone/Firestone, Inc., today announced that it would extend its voluntary safety tire recall reimbursement program indefinitely, making it faster and more convenient for consumers to safely re-equip their vehicles.

"We made this decision because we want to do everything we can to satisfy our customers," said John T. Lampe, executive vice president of Bridgestone/Firestone.

"Nothing is more important to us than the issue of safety."

Consumers may continue to have their tires replaced free of charge at any company-owned Firestone Tire and Service Center or participating authorized Bridgestone/Firestone retailer. In an extension of a program previously set to expire August 16, if customers desire, they may purchase a competitors' tires from any tire retailer and be eligible for reimbursement up to \$100 per tire, including mounting and balancing charges and taxes.

Customers then need to return the recalled tires to one of the nearly 13,000 authorized Firestone retail locations and pick up a refund form. Reimbursement checks will be mailed to customers. Firestone is required by law to secure all recalled tires.

In further efforts to speed the recall, the company announced that one of the nation's largest retailers has agreed to participate in the replacement of Firestone tires, bringing to a total some 13,000 outlets that are available to serve customers throughout the nation. Costco will replace tires at no charge to their members.

In addition, Bridgestone/Firestone is doubling tire production, increasing imports and working with other tire makers to ensure that all recalled tires are taken off the road as soon as possible.

"We appreciate the cooperation of other major U.S. tire manufacturers in ramping up their production of replacement tires," said Lampe. "We are very grateful for the hard work of our dealers and retailers to make sure that all customers are taken care of quickly and courteously."



John Lampe  
President  
Bridgestone/Firestone Tire Sales Company

**Firestone**

**An Open Letter to Firestone Recall Customers**

Dear Firestone Customer,

On August 9, 2000, Firestone issued a voluntary safety recall of all P235/75R15 Firestone Radial ATX and Radial ATX II tires produced in North America, as well as the P235/75R15 Wilderness AT tires manufactured in Decatur, Illinois.

We recalled these products because we are committed to your safety and the confidence of all of our customers. To further reinforce our commitment, Firestone is extending our reimbursement policy for tires involved in the recall. You can now replace your recalled tires with qualified tires at any tire retailer throughout the U.S.

We made this decision because we want to do everything we can to satisfy you. This will make it faster and more convenient for you to replace your recalled tires.

You may continue to have your tires replaced free of charge at any company-owned Firestone Tire and Service Center, authorized participating Bridgestone/Firestone retailer or Ford, Mercury and Mazda dealers. 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 tire 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.

Thank you for your understanding, cooperation and loyalty. We want you to know we are doing everything we can to maintain your trust. Should you have any questions, including if your tires are affected by this recall, please feel free to call 1-800-465-1804 or visit our web site at [www.bridgestone-firestone.com](http://www.bridgestone-firestone.com) or [www.firestonetire.com](http://www.firestonetire.com) 24 hours a day, seven days a week.

Sincerely,

John Lampe  
President  
Bridgestone/Firestone Tire Sales Company

## **BRIDGESTONE/FIRESTONE TIRE SALES COMPANY**

One Bridgestone Park  
P.O. Box 140861  
Nashville, TN 37214

August 18, 2000

**DEAR BRIDGESTONE/FIRESTONE RETAILER:**

**RE: VOLUNTARY SAFETY RECALL OF FIRESTONE P235/75R16 ATX AND ATX II TIRES, AND CERTAIN FIRESTONE P235/75R16 WILDERNESS AT TIRES**

We appreciate your support and efforts thus far in this matter. Your support has been overwhelming.

I must mention that some details are being superseded and clarified with this communication thus changing our previous correspondence. For example we previously referred to this as a "Voluntary Recall"; this is a "Voluntary Safety Recall". Also, the phasing concept has been eliminated, except for prioritizing new tire shipments.

I recognize that many of you are frustrated due to lack of information. Admittedly to date we have been reactive; we will now start a proactive campaign. I will be communicating information to you, your customers and the general public on a timely basis.

There are over 13,000 authorized participating Bridgestone/Firestone retailers that can handle this recall including Ford, and Lincoln/Mercury dealers. We are doing everything we can do to ensure the safety and satisfaction of the consumer. In order for us to do this, we need your continued support since we must use all resources available, including competitors' tires.

Attached is a copy of our most recent advertisement and press release announcing the extension of the reimbursement policy for competitive tires installed at non-Firestone retailers. As you are supporting us we understand the pressure. Please let me share the attached customer service tips that may help you through this difficult process.

Because we are asking for a huge effort on your part to help process these claims, we have established a handling commission for these reimbursement claims as compensation to you for your efforts. This enhancement is the start of a series of proactive campaigns. See the attached question and answer letter for further details.

In closing I can not Thank You enough for your continued support.

John Lampe  
President  
Bridgestone/Firestone Tire Sales Company

NAS - 81800

## **QUESTIONS & ANSWERS:**

**Q. What should be the recommended air pressure requirements for the P235/75R15 on the Ford Explorers?**

A. Firestone recommends "30 PSI" for Ford Explorers and Mercury Mountaineers. Ford has agreed to a range of "28 to 30 PSI" front and rear on the same vehicles.

**Q. What is the status of Phasing?**

A. The phasing concept has been eliminated, except for prioritizing new tire shipments.

**Q. How do I get a supply of recalled replacement tires?**

A. Each region will be allocated inventory on a monthly basis. Please contact your ASM for your recall tire needs and availability.

**Q. What do I do if the replacement tires are not available for the customer?**

A. Before giving a rain check to the customer, explain to the customer that there are two options:

Option 1: Competitive tire option. The customer can go to a competitive tire company and pursue the reimbursement program.

Option 2: "Rain check" option. Give the customer a completed "rain check" and assure the customer that they will be called when the new tires are available. The rain checks must be dated when issued and returned calls to the customers should be made on a "first in-first out" basis as the new tires become available. (A two-part "rain check" will be available late in the week of August 21<sup>st</sup>).

**Q. What BFS products can I use to replace tires involved in the recall?**

A. Any tire that is appropriate as stated in the vehicle owner's manual can be used as a replacement tire. For the most current listing of FORD authorized tires for the Explorer and Mountaineer, please refer to the Ford web site at [www.ford.com](http://www.ford.com).

**Q. What is the procedure when a customer brings in a tire that has a tread depth of less than 2/32nds?**

A. Legally a tire is worn out at 2/32nds tread depth. However, if a customer has tires that are mounted on the vehicle and have 2/32nds or less remaining tread depth they will be processed as a part of the recall in the appropriate manner for customer satisfaction.

**Q. What do I do if less than four tires on a vehicle are involved in the recall?**

- A. Due to transfer case restrictions, if less than four tires on a vehicle are involved in the recall, follow the following procedures:

**4x4**

- If the tires not involved in the recall measure 10/32" or greater tread depth, replace only the recalled tires.
- If the tires not involved in the recall measure less than 10/32" tread depth, replace all four tires.

**4x2**

- If the tires not involved in the recall measure 10/32" or greater tread depth, replace only the recalled tires.
- If the tires not involved in the recall measure less than 10/32" tread depth, replace the tires on an axle-by-axle basis.

**Q. What is the procedure when a customer comes into an authorized participating retailer with a recalled tire and has purchased a replacement tire from any other retailer?**

- A. 1) Verify that the tires are a part of the recall.  
2) Have the customer fill out Form#2 of the refund request documents.  
3) Fill out the Firestone Voluntary Recall Tire Surrender Verification Form. The customer is to fill out the top part of the form. The retailer is to fill out the DOT Serial# of the Firestone tires that were returned. In the box on the form where the store stamp is required, the procedure is to include the following information.
- Retailer Name
  - Address, City, State, Zip and Phone
  - Retailer 6 digit number
  - Claim form number
- 4) Fill out the Bridgestone/Firestone Claim form. On the form under customer's name write "Surrendered Tire". Bridgestone/Firestone will be able to reconcile a regular warranty claim against a claim for a "Surrendered Tire". Every authorized retailer who handles the surrendered tires will receive a \$4.00 reimbursement fee for each recalled tire processed in this manner.
- 5) *Have the customer attach the Form#2, Surrender Verification Form, the original paid receipt, and a copy of the claim form and mail as directed.*

**Q. What does the customer pay in the recall process?**

- A. Nothing—it is a no charge adjustment.

**Q. What is the proper way to prepare a recalled tire for return to Firestone?**

- A. We request that these tires be rendered unusable by inserting a 10 inch cut or drilling at least a 1 inch hole within 2 inches of the DOT number in the sidewall of the tire. Do not remove the DOT serial number from the tire, it will be removed by the service center after examination.

**Please let us share the customer service tips that may help you through this difficult process**

## **TEN TIPS TO GREAT CUSTOMER SERVICE**

1. **Acknowledge every customer, courteously, the moment they enter your store.**
  - Always try to use the customer's name.
  - A simple gesture is better than no gesture.
2. **Introduce yourself and identify why the customer has come to your store.**
  - Courtesy and sincerity always make a positive first impression
  - Move out from behind the counter
  - Put a smile in your voice
  - Go out to the customer's vehicle, preferably with the customer
3. **LISTEN – During this time some customers may be very confused. They are not angry with you personally. LISTEN**
  - Remember, God gave you two ears and one tongue
  - "Put yourself in the customer's shoes"
  - Show some empathy toward the situation
4. **Apologize for their inconvenience**
5. **Tell the customer what you CAN DO not what you CAN NOT DO**
6. **Explain / offer choices (if appropriate) to the customer. You want your customer to:**
  - Have choices and alternatives
  - Be sufficiently informed
  - Be in control of the buying process
7. **LISTEN, never lose your temper or argue. Handle customer's concerns immediately.**
8. **Perform all services promptly, completely and correctly.**
  - Be sincere -- never make commitments you can not keep
  - Help customer complete any required paperwork, always with a smile
9. **Offer reassurance about the Firestone brand and offer Tire Maintenance booklets**
  - Review tire maintenance tips and set up a tire rotation schedule
  - Your customer should feel that your location is the right place for future service.
10. **THANK THE CUSTOMER!**

Attach business card or place dealer stamp here

# RAIN CHECK

We're sorry that we were unable to fulfill your tire needs today. Please rest assured that I will contact you as soon as your new tires are available.

Dealer Signature \_\_\_\_\_

Customer Name \_\_\_\_\_

Vehicle Make/Model/Year \_\_\_\_\_

Tire Brand/Model Requested \_\_\_\_\_

Size \_\_\_\_\_

Today's Date \_\_\_\_\_

Attach business card or place dealer stamp here

# RAIN CHECK

We're sorry that we were unable to fulfill your tire needs today. Please rest assured that I will contact you as soon as your new tires are available.

Dealer Signature \_\_\_\_\_

Customer Name \_\_\_\_\_

Vehicle Make/Model/Year \_\_\_\_\_

Tire Brand/Model Requested \_\_\_\_\_

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Attach business card or place dealer stamp here

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Customer Name \_\_\_\_\_

Vehicle Make/Model/Year \_\_\_\_\_

Tire Brand/Model Requested \_\_\_\_\_

Size \_\_\_\_\_

Today's Date \_\_\_\_\_

# **Refund Customer Assistance Center (RCA)**

**P.O. Box 8700  
Rolling Meadows, IL 60008-9878**

## **Guidelines for Review of Appeals of Needs/Denials**

### **Paid Requests - Original Amount Incorrect**

A claim returned to RCA with sufficient information to determine that original amount paid was incorrect. These claims must still meet the requirements of the Voluntary Safety Recall Reimbursement Program.

### **Needs - Additional Information Required**

A claim returned to RCA Center with documents requested by the Firestone Recall Reimbursement Center and...

- a. ...the documents still do not meet the requirements for a refund under the guidelines of the Firestone Voluntary Safety Recall, it will be returned to the consumer along with the sent documents and a **letter** stating what is still required for a refund.
- b. ...the request for documents was incorrect and in turn needed documents not requested, it will be returned to the consumer along with the sent documents and a **letter** stating what is still required for a refund.

### **Needs - To Be Re-reviewed**

A claim returned to RCA Center with documents requested by the Firestone Recall Reimbursement Center and...

- a. ...the document requested was an original receipt and the consumer has returned a photocopy of the receipt with sufficient reasons that an original can not be supplied, the claim will be re-reviewed.

### **Denials**

The conditions listed below apply to appeals seeking reimbursement following denial of the original refund request by the Firestone Recall Reimbursement Center. If one or more of the following conditions exist, subsequently the claim will again be denied:

1. Replacement tires purchased prior to **January 1, 2000**
  - Not eligible for re-review by RCA
  - \*(except in cases noted below in Denial Re-review)

## RCA Center

### Denials cont'd.

2. Replaced tires were incorrect type/size
  - Other than Firestone Radial ATX, ATX II or Wilderness AT (with DOT code "VD", produced at Decatur, IL plant.
  - 15" rim diameter and smaller than P215/75R15 or larger than 30/950R15.
  - Any other rim diameter size
    - \*(except in cases noted below in Denial Re-review)
3. The purchase of replacement tires was from a competitive retailer **between 1/01/00 and 5/31/00 or after 8/31/00 and was not on a pro-rata, customer satisfaction basis.** (according to a current list of competitive retailers)
4. A request to recover the cost of replacement tires over the established limit of \$100.00 per tire when purchased from a competitive retailer. (according to a current list of competitive retailers)
5. A request to recover cost of items not covered in the Voluntary Recall.
6. It is the duplicate of a previous request.

### Denials - To be Re-reviewed

The conditions listed below apply to appeals seeking reimbursement following denial of the original refund request by the Firestone Recall Reimbursement Center. If one or more of the following conditions exist, the claim will be re-reviewed:

1. If replacement tires purchased **prior to 1/01/00** and recalled tires surrendered to Company-owned Firestone Store or authorized, participating BFS retailer **after 1/01/00** and can verify surrender or still have possession of tires and can be surrendered.
2. If the claim was denied because the replacement tires were purchased **between 1/01/00 and 5/31/00 or after 8/31/00** on a non pro-rata basis but purchased from a Company-owned Firestone store or an authorized, participating BFS retailer.
3. An appeal to recover the cost of replacement tires over the established limit of \$100.00 per tire when purchased from a Company-owned Firestone store or an authorized, participating BFS retailer.
4. If the claim was denied because the size of the replaced tires were determined to **not** be a part of the recall but the replaced tires were a size in **a range from P215/75R15 through LT30/950R15.**

**RCA Center** cont'd.

5. Should be refunded under the NHTSA Consumer Advisory

6. Other - All other issues not addressed by these guidelines should include a letter of explanation accompanied by the pertinent documents and mailed to:

**Refund Customer Assistance  
P. O. Box 8700  
Rolling Meadows, IL 60008-9878**

**Information**

**Letter Indicating a Tire Problem**

If a consumer describes in a letter to the RCA or FRR (Firestone Recall Reimbursement Center) a condition which could be interpreted as a tire failure or possible problem and also has questions regarding the Recall, a letter with a Question and Answer attachment will be sent to that consumer. This letter will also recommend a visit to a Firestone Tire & Service Center or an authorized BFS retailer for a free tire inspection and air pressure adjustment (if necessary). The consumer is also made aware of the toll-free ATX Hotline and company web site in the Q & A and the letter.

**Letter Requesting Information**

If a consumer requests information regarding the Recall, a letter with a Question and Answer attachment will be sent to the consumer. The consumer is also made aware of the toll-free ATX Hotline and company web site in the Q & A and the letter.

**Letter Requesting Information w/ Receipt(s) Attached**

If a consumer requests information regarding the Recall **after** purchasing replacement tires and has included a receipt(s), a letter with a Question and Answer attachment will be sent to the consumer. The consumer is also made aware of the toll-free ATX Hotline and company web site in the Q & A and the letter.

**Important Note:**

Any **initial** correspondence from a consumer to the RCA will receive a return letter with information of the decision of the RCA regardless of being a denial, a refund payment or an information request except those coded **ZR**.

# Refund Customer Assistance Pay Authorization

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone **H**: (      ) Phone **W**: (      )

Code: \_\_\_\_\_ Date:      /      /

Amount: \$ \_\_\_\_\_ Form Needed: \_\_\_\_\_

**In data base ?**    **Y**    **N**    **Code:** \_\_\_\_\_    **Payment**    **Y**    **N**

**Payment by** \_\_\_\_\_    **If yes, amount** \$ \_\_\_\_\_

**If Consumer Affairs, file #** \_\_\_\_\_

( Payment by: **P** - PIC    **CA** - Consumer Affairs )

**Retrieve Original Document File ?**    **Y**    **N**

Explanation for addt'l payment: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Authorized By: \_\_\_\_\_

# Refund Customer Assistance Pay Authorization

Codes:

## **Incorrect Previous Pays**

**P1** - A claim that is returned to RCA with sufficient information to determine that the **original amount paid was incorrect**.

## **Denials to be paid**

**D1** - Purchase of replacement tires was **prior to 1/01/00** and surrendered **after 1/01/00** to a **Firestone Company-owned store or an authorized, participating retailer**.

**D2** - Purchase of replacement tires was **non pro-rata between 1/01/00 and 5/31/00 or after 8/31/00** and from a **Firestone Company-owned store or an authorized, participating retailer**.

**D3** - To recover cost of purchase of replacement tires over \$100.00 per tire limit when purchased from a **Firestone Company-owned store or an authorized, participating retailer**.

**D4** - Denied because replacement tires were incorrect size but fall within a range of **P215/75R15 through LT30/950R15**.

**D6** - Other - See **"Explanation for additional payment"**

## **Needs to be paid**

**N1** - Our letter requested an "original" receipt and the consumer has returned a **photocopy with a sufficient explanation that an original can not be supplied**.

**N2** - Our letter requested a **surrender document** and the consumer has returned a sufficient explanation that a surrender document **can not be supplied**.

**N5** - Other - See **"Explanation for additional payment"**

Codes: cont'd.

### Information

**W1** - Consumer **indicates a tire problem or failure and requests information** regarding the Voluntary Recall, NHTSA Advisory and/or the Steeltex PE. **Send information attachment. Return any receipts** that accompany a letter.

**W2** - Consumer **requests information** regarding the Voluntary Recall, NHTSA Advisory and/or the Steeltex PE. **Send information attachment. Return any receipts** that accompany a letter.

**W3** - Consumer **requests information** regarding the Voluntary Recall, NHTSA Advisory and/or the Steeltex PE, or has sent a receipt with no other documents. Include **the appropriate form. Return any receipts** that accompany a letter. Form codes: **Recall - I** **Advisory - G**

**W4** - Consumer has sent a letter and/or receipts as **does not qualify** for a refund.

### Denials

**X1** - The replacement tires were **purchased prior to January 1, 2000**

**X2** - The tires replaced were **not a part of the Recall or NHTSA Consumer Advisory** whether an incorrect size and/or type.

**X3** - The purchase of replacement tires was from a **competitive retailer between 1/01/00 and 5/31/00 or after 8/31/00 and was not on a pro-rata, customer satisfaction basis.** (according to a current list of competitive retailers)

**X4** - A request to recover the cost of replacement tires **over the established limit of \$100.00 per tire** when purchased from a **competitive retailer.** (according to a current list of competitive retailers)

**X5** - A request to **recover cost of items not covered** in the Voluntary Recall

**X6** - It is a **duplicate** of a previous request (**response not required**)

Codes: cont'd.

### **Needs**

**H1** - A **refund request form** still needs to be completed and returned

**H2** - A **sales receipt** is still required for verification of purchase

**H3** - A **dealer claim form** is required for proof of surrender of the replaced tires

**H4** - A **completed Voluntary Safety Recall Tire Surrender form** is required for proof of surrender of the replaced tires

**H5** - The **customer and/or vehicle information** does not match the receipt

**H6** - The consumer was **originally denied** a refund and **did not include the request materials** in their correspondence. This letter requests the **return of the materials** in a postage-paid envelope.

### **No Response**

**ZR** - Already **resolved** or a **response is not necessary** (no letter will be sent)

## **BRIDGESTONE/FIRESTONE TIRE SALES COMPANY**

One Bridgestone Park  
P.O. Box 140991  
Nashville, Tennessee 37214-0991

August 22, 2000

Dear Bridgestone/Firestone Retailer,

As you are aware, on August 9, 2000 Firestone issued a Voluntary Safety Recall of the P235/75R15 ATX and ATX II tires produced in North America, and the P235/75R15 Wilderness AT tires produced at the Decatur, IL plant. Because safety is our number one priority we must make certain all appropriate Bridgestone Dueler tires are available for replacement of the recalled tires.

Therefore, we will be postponing the Dueler/Olympus Binocular Promotion until a date to be determined later. We apologize for any inconvenience this may cause you or your customers. Please contact your regional/zone office or account representative should you need further information.

I would like to ask your further support during this time. Your retail stores will be receiving a counter card explaining the postponement for your customer who may have seen an advertisement for the promotion in magazine publications. These ads were already printed and we were not able to cancel or replace them. Please display the counter card prominently in your store locations between September 10 and October 28, 2000.

If your stores have received POP for the Dueler/Olympus Promotion, you will be contacted to arrange to have it picked up. If you are not contacted, please destroy all POP. We will provide replacement materials as soon as a date for the promotion has been determined.

Bridgestone/Firestone's concern is first and foremost for the safety of our customers and the driving public. We regret the delay of this promotion, but in order to ensure continued safety we must make certain all of our resources are committed to completing the current recall.

Sincerely,

Shu Ishibashi  
Vice President  
Consumer Tire Marketing



Masatoshi Ono  
Chief Executive Officer  
Bridgestone/Firestone, Inc.

# Firestone

## Firestone's Update On The Voluntary Safety Recall

Dear Firestone Customer,

We are deeply committed to the safety of all our customers riding on our tires. Some of them are our own children, wives, husbands, friends and employees.

Out of great concern for your safety, Firestone initiated the Voluntary Safety Recall of the P235/75R15 ATX and ATX II tires produced in North America, and P235/75R15 Wilderness AT tires produced at our Decatur, Illinois plant.

Our highest priority is to complete the recall process as quickly as possible. As had previously been announced, we hoped to complete the recall by spring; we are not satisfied with that. To beat that deadline we have implemented the following steps:

- We have maximized worldwide production of replacements for tires that have been recalled.
- We are air freighting additional replacement tires from Japan. The first air freight shipment will arrive on August 23rd, and shipments will continue nearly every day as long as necessary.
- We have asked other tire manufacturers to increase their supplies of the affected tire sizes.
- We have extended our reimbursement policy for tires involved in the recall. You may continue to have your tires replaced free of charge at any company-owned Firestone Tire and Service Center, authorized participating Bridgestone/Firestone retailers or Ford, Mercury and Mazda dealers. Customers who choose to purchase competitors' tires from any other tire retailer will be eligible for reimbursement up to \$100 per tire, including mounting and balancing charges and taxes.

We are also working with the National Highway Traffic Safety Administration and Ford, and are conducting an intensive investigation to find the root cause or causes of the problem. We are working around the clock, utilizing all of our resources to determine the cause of these failures.

It may take time to scientifically determine the cause of the problem. Tires are highly complex engineered products. A typical tire can have more than 26 components, 14 different rubber compounds, and require 29 separate steps to manufacture. In addition, there are many other forces that affect tire performance such as weather, temperature, vehicle loads, driving styles, vehicle dynamics, inflation pressure and road conditions.

Once again, let me reassure you that Firestone is deeply committed to the safety and satisfaction of our customers and is committed to resolving this issue.

Should you have any questions, including if your tires are involved in this recall, please call 1-800-465-1904 or visit our web site at [www.firestone.com](http://www.firestone.com) 24 hours a day, seven days a week.

Masatoshi Ono  
Chief Executive Officer  
Bridgestone/Firestone, Inc.

**IMPORTANT INFORMATION CONCERNING THE  
DUCATI OLIMPIUS BINOCULAR PROMOTION**

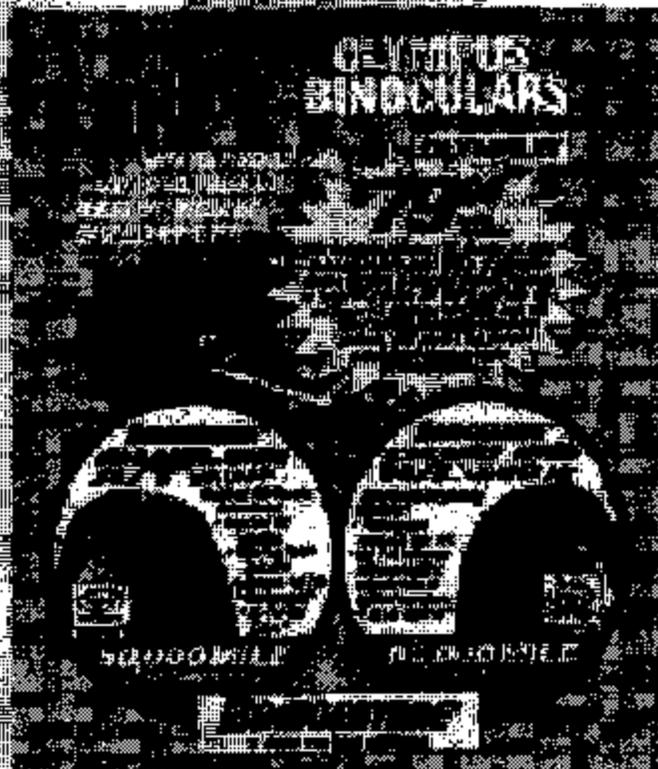
and

**YOUR "FALL FESTIVAL OF SALES" TURNKEY FLYER**

In light of the recent Firestone Voluntary Safety Recall and the necessity of replacing some of the recalled Firestone tires with Bridgestone Dueler tires, Bridgestone has decided to delay the Ducati/Olympus Binocular Promotion until a date to be determined later. Since the Ducati/Olympus Binocular Promotion was designed as a feature on the front of the Fall Turnkey Flyer, the following design change has been made.

This panel will be removed...

...and replaced with this panel.



Please sign and return this fax acknowledging approval of this change.

Dealership Name \_\_\_\_\_ 6-digit \_\_\_\_\_

Dealer Signature \_\_\_\_\_

Fax to 888-407-5444

**BRIDGESTONE/FIRESTONE, INC.**

**NEWS RELEASE  
NEWS RELEASE  
NEWS RELEASE**

50 Century Boulevard  
P.O. Box 149900  
Nashville, TN 37214-9900  
Web: 800-851-7000  
Tel: 615-672-0000  
Fax: 615-672-1414

**FOR IMMEDIATE RELEASE**

*007-005*

**CONTACT:  
Media Info Center  
877-201-2373**

**Firestone Announces Findings Of Root Cause Analysis: Increased Rate of Tread Separation Claims Caused by Combination of Factors**

**- August recall was more than adequate, company says -**

Nashville, Tenn. – December 19, 2000 – Firestone announced today the findings of the company's intensive four-month analysis into why a certain group of its tires, primarily on Ford Explorers, may have been more likely to experience tread separations. The company found that in extreme cases several factors acting in combination could cause an increase in tread separations.

A combination of the company's Radial ATX tread design in the P235/75R15 size, the effect of external factors relating to the tires on Ford Explorers, including low tire inflation and the loading of the vehicle, and certain manufacturing factors relating to Firestone's Decatur, Ill. plant were identified as principal reasons why a small percentage of P235/75R15 ATX and Wilderness AT tires produced at the Decatur plant experienced an increased rate of tread separation claims.

"Our team's findings confirm what the initial statistical claims information demonstrated from the outset – that a small number of tires generated higher rates of tread separation claims when used on Ford Explorers and that our recall initiated in August was more than adequate to protect the public," said John Lampe, Bridgestone/Firestone President, Chairman and CEO. "Our engineers and analysts found

through their review of the data a higher claims rate for those tires we recalled, but this same data reinforced our belief that other Firestone tires perform at world class levels. This superior performance includes Firestone's line of 15" and 16" Wilderness AT tires produced at Joliette, Quebec, Canada, and Wilson, North Carolina, as well as the 16" Wilderness AT tires produced at Decatur.

"We committed to our customers and the motoring public to find out why some Firestone tires were more likely to experience tread separations on Ford Explorers. That has been our principal focus since we announced our recall effort in August," said Lampe. "Today, I can say I am satisfied that our root cause team has conducted an exhaustive and comprehensive study and has examined all factors that could have caused the tire problems."

Firestone began its review and analysis nearly four months ago, bringing together a joint team of engineers, technical experts and statisticians. The review involved testing tires in the company's technical and research centers, analyzing recalled tires including failed tires, and using finite element modeling.

In addition, the company analyzed reported claims information, tire performance information and manufacturing information from all of its plants in the U.S. and used two outside laboratories to provide an independent source of analysis. The team worked together with and separately from Ford Motor Company specialists, sharing information and comparing results with them. Additionally, the company brought in an independent expert, Dr. Sanjay Govindjee, to conduct his own review, the results of which are expected later this month.

Firestone has been working closely with the National Highway Traffic and Safety Administration (NHTSA) and Ford Motor Company as it conducted its investigation and provided them with the company's findings last week. Firestone believes that once NHTSA and Ford review the materials they will agree with the company's findings.

Lampe added that Firestone is certain that tread separations alone are not the exclusive cause of serious accidents, including those that involve rollovers. The investigation Firestone conducted did not deal with why a vehicle may roll over in the event of a tire failure.

### **Firestone's Analysis**

In order to find the cause or causes of why some tires had higher claims rates, Firestone reviewed data from millions of tires produced from 1991 to 2000. The company examined more than 2,500 recalled tires, cutting apart more than 850 tires to analyze tire components. In addition, the root cause team conducted the same investigation on new production Wilderness AT tires.

The cut tire inspections included looking at 40 measurement points per tire and analyzing the following tire components:

- #2 Belt Width
- Belt Step
- Inter Belt Gauge
- Wedge Gauge/Location
- Buttress Gauge
- Base Gauge
- W7 Gauge (Distance from the bottom of shoulder pocket to the belt edge)

Extensive testing was undertaken at the company's technical and research centers in Akron, Ohio, and the company performed real world field tests on the tires at its technical proving grounds in Fort Stockton, Texas, to determine what unique factors in the recalled tires could result in a higher rate of tread separation claims.

These tests focused on three key areas: physical properties of the tires; materials and manufacturing processes; and vehicle and external conditions that can affect tire performance. Specifically, the team analyzed design specifications changes between the P235/75R15 size tires in the ATX line and the Wilderness AT tires of the same size and manufacturing practices among the plants that could lead to variations in interbelt materials. External conditions such as vehicle load and pressure differences, ambient temperature, low inflation and high speed were also studied.

The results were then compared with the statistical claims data for the recalled ATX, ATXII and Wilderness AT tires and with other tires produced by the company to determine how the technical analysis compared to the company's claims experience.

The investigation and finite element modeling analysis identified a number of individual aspects in the design and manufacturing process and individual vehicle and external factors that could contribute to a higher percentage of tread separations. The investigation found that each of these individual factors would not alone lead to the increased tread separation claims rates. Instead, all of the following factors acting in combination appeared to explain the increased rates:

- The shoulder pocket design of P235/75R15 ATX tires could lead to cracking at the shoulder pocket bottom. This could become the starting point of a failure, which when combined with the other factors result in a reduction of resistance against belt detachment.
- Low inflation pressure in the recalled ATX, ATXII and Wilderness AT tires increased the running temperature of tires and would contribute to a decreased belt adhesion level.
- Vehicle load levels and low standard tire pressure initially specified for the primary vehicle for which the tires were designed led to a decreased margin of safety for tire performance.
- ATX P235/75R 15 tires and Wilderness AT tires of the same size produced at Decatur exhibited different belt adhesion characteristics, including lower initial adhesion, than those same size and line tires produced at other BFS plants.

"These factors the team has identified, when working in concert, are the major causes for why some P235/75R 15 ATX, ATXII and Decatur produced Wilderness AT tires experienced an increased rate of tread separation," said Lampe. He emphasized that the root cause findings do not affect all of the recalled tires. "Tire industry experience demonstrates that many tread separations can be caused by various forms of tire damage encountered in daily use, such as punctures, improper repairs, severe impacts or being misapplied. Many of the reported incidents are attributable to these factors, and not those

identified in the company's root cause investigation. This was one of the difficulties the team encountered in conducting our analysis."

### **Recommendations, Enhancements Made Regarding P235/75R15 Tires**

"As soon as we began to understand our findings, we announced recommendations regarding the recalled tires and implemented enhancements to our manufacturing processes based on our ongoing root cause review," Lampe said. "Although we have reported the results of our analysis today, as soon as we began to better understand the factors that might have been involved, we made recommendations regarding the use of the tires. We also instituted manufacturing enhancements as part of our commitment to continuous improvement."

At the time of the recall, Firestone recommended that the inflation pressure on Firestone P235/75R15 tires mounted on Ford Explorers be increased. Based upon Firestone's recommendation, Ford implemented a change in the recommended inflation pressure from 26 pounds per square inch (psi) to 30 psi in September.

The P235/75R15 ATX and ATXII tires are no longer in production. The tread of the Wilderness AT line of tires, which replaced the ATX II as original equipment on the Ford Explorer in 1996, is significantly different from the ATX and ATXII tires. The Wilderness AT was introduced with a new tread design as part of that year's redesigned Ford Explorer.

Although the skim stock, a rubber coating surrounding the steel belts, from Decatur was within specifications, Firestone is implementing changes to the processing of skim stock at Decatur so that its physical properties will be equivalent to that of the other Firestone plants before it begins using that material again.

The company is changing how it will collect, analyze, and manage the data it receives regarding tire claims and adjustments. This will allow the company to assimilate data and respond as soon as practicable if any anomalies in tire performance are observed.

"I said we would work diligently to examine all known facts that were relevant to the recalled tires and then immediately make all changes necessary to ensure public safety," said Lampe. "I believe this team has done just that. While no company can ever

make a tire that is indestructible, I can say with overwhelming confidence that the review conducted by this group and the resulting enhancements Firestone has made has refocused our company on manufacturing the highest quality tires found anywhere in the world.”

In addition Lampe said, the company is implementing the findings of a special internal Comprehensive Quality Review team, comprised of technical, engineering and safety professionals. This team reviewed the overall tire manufacturing and data collection systems within BFS, focusing on production operations, tire enhancements and quality assurance. The team members have completed their review and Bridgestone/Firestone is putting their recommendations into practice.

“We are a proud company with a long history and a tradition of customer service and satisfaction. The fact that some of our customers have questioned our commitment to them and our commitment to their safety has been a soul-wrenching experience,” Lampe concluded. “By identifying the sources of the increased claims rate and confirming that those factors are unique to the recalled tires, by instituting the enhancements identified during this investigation along with improvements in how we collect and analyze tire performance and claims data, I am convinced that Firestone will continue to regain our customers’ confidence and trust in our products.”

###

**Note to Editors:** Additional information about the company’s analysis can be found in the summary report provided by the company. This will be available later today and copies can be obtained by calling 877-201-2373. This information will also be available on the company’s website: [www.firestone.com](http://www.firestone.com).

**BRIDGESTONE/FIRESTONE, INC.**

**CORPORATE QUALITY ASSURANCE**

50 Century Boulevard  
Nashville, TN 37214  
Phone: 615-872-1450  
Fax: 615-872-1422

RECEIVED  
09 NOV - 3 AM 11: 06  
October 18, 2000  
OFFICE  
DEFECTS INVESTIGATION

**Mr. Jon White**  
Division Chief Recall Analysis Division  
US Department of Transportation  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W.  
Washington, DC 20590

Dear Mr. White:

Attached are additional items associated with Safety Recall 00T-005.

- 29. Firestone Advertisement 10/16/00
- 30. Dealer Letter - Request for Additional Consumer information

Sincerely,

*Glenn Capehart*

**G. A. Capehart**  
Manager, Government Liaison  
Corporate Quality Assurance

Attachment

# FIRESTONE PROGRESS REPORT

## Tire Safety Recall

### **VOLUNTARY RECALL TIRES**

The tires affected are P235/75R16 Radial ATX, Radial ATX II and Wilderness AT tires produced in Decatur, Illinois.

Radial ATX

Radial ATX II

Wilderness AT



### **OVER 80% OF RECALLED TIRES NOW REPLACED.**

We have now replaced nearly 4 million tires—82% of the 6.5 million involved in the recall.



### **ESTIMATED COMPLETION OF RECALL**

We are doing everything in our power to complete the recall in November.

- Maximize worldwide production
- Air freight tires from Japan
- Working with competitors to supply tires
- Replacing recalled tires with competitive products

### **INFLATOR PRESSURE RECOMMENDATIONS**

- Ford and Firestone recommend 30 PSI for tires on Ford Explorers, Mercury Mountaineers, and Mazda Navajos awaiting replacement or on tires that have been replaced
- Other vehicle owners should use their vehicle manufacturer's recommended air pressure levels for their tires
- Check your tire air pressure monthly



### **ROOT CAUSE ANALYSIS**

Firestone engineers are analyzing returned tires in an exhaustive search for the possible root cause of the problem.

We have retained the services of Dr. Sanjay Gotsdjee, a world-renowned engineering consultant to help us in this effort.

Dr. Gotsdjee has conducted a detailed review of our Akron Technical Center and our manufacturing plants. He has been provided with test analysis and test data from these facilities. He will provide periodic updates that Firestone plans to make public.

### **DR. SANJAY GOTSdjeE**

- B. S. Mechanical Engineering, MIT, 1986
- M. S. Mechanical Engineering, Stanford, 1987
- Ph.D. Mechanical Engineering, minor in Physics, Stanford, 1991
- Engineering analyst, Applied Mechanics Group, Lawrence Livermore National Laboratory, 1991-93
- Civil and Environmental Engineering Department, UC Berkeley, 1993-present



Dr. Gotsdjee also serves as a consultant to government agencies and private corporations.

We are sorry for any inconvenience Firestone's Voluntary Safety Recall has caused you or your family. We are doing everything in our power to complete the recall as soon as possible and will work to regain your confidence in the future.

Please call our toll free number, 1-800-485-1904 or visit our website at: [www.firestone.com](http://www.firestone.com) for more information about the recall.

# Firestone

# **BRIDGESTONE/FIRESTONE TIRE SALES COMPANY**

One Bridgestone Park  
P.O. Box 140991  
Nashville, TN 37214-0991

October 18, 2000

Dear Bridgestone/Firestone Retailer,

As part of the current voluntary safety recall Bridgestone/Firestone wants to notify as many affected, or potentially affected, consumers as possible. Therefore, we are requesting that, to the extent possible, you provide us a listing of names and addresses of those consumers that purchased the tires included or possibly included in the voluntary safety recall.

We realize that some data from prior years' retail sales may no longer be available. However, we are certain that you can appreciate the need and our desire to notify as many potentially affected consumers as possible. If your retail locations have been utilizing the mail-in postcard registration system (C.I.M.S.) then those purchasers will be notified.

A third party provider indicated below will treat customer information provided in the strictest confidence:

Linda Webster  
Renkim  
13333 Allen Road  
Southgate, MI 48195

The preferred format is a Microsoft Excel spreadsheet with columns as follows:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
First Name	Last Name	Street Number & Name	Apt #	City	State	Zip
	Or Company Name					

If you can provide the above information to Renkim on a disk we would appreciate your efforts.

If you have questions regarding this you may contact Glenn Capehart by e-mail at [Capehartglenn@BFUSA.com](mailto:Capehartglenn@BFUSA.com)

MAS - 92600



50 Century Boulevard  
Nashville, TN 37214  
Phone: 615-872-1450  
Fax: 615-872-1422

October 15, 2001

007-005

Mr. Kenneth N. Weinstein  
Associate Administrator for Safety Assurance  
National Highway Traffic Safety Administration  
400 Seventh Street, S.W.  
Washington, D.C. 20590

Dear Mr. Weinstein:

This is to confirm that Wilson's production records show production ending as of the end of November in the year 2000. This is true for both Wilderness AT sizes P235/75R15 and P255/70R16.

In the normal course of business, we expect that the Wilson inventory is depleted at this time and unavailable for the SUV Replacement Program.

Sincerely,

A handwritten signature in black ink, appearing to read "R. J. Wyant", with a long horizontal flourish extending to the right.

R. J. Wyant  
Division Vice President  
Corporate Quality Assurance