



September 21, 2000

Dear Valued Dealer:

Continental General Tire, Inc. is announcing a voluntary Customer Satisfaction Program with the full support of Lincoln, on the P245/75R16 Continental ContiTrac AS supplied on the 1998 and 1999 Lincoln Navigator. The program covers tires supplied on the Lincoln Navigators as well as units distributed through the replacement market. This program is being initiated to support the customer satisfaction efforts of both Lincoln and Continental General Tire.

Please find attached Continental General Tire's & Lincoln's news releases regarding the specifics of the customer satisfaction program. Also included is a copy of Continental General Tire's dealer service bulletin that defines the process we are asking the dealers to follow under this campaign.

At the request of Lincoln, the Customer Satisfaction Program will be handled primarily through Lincoln dealers. However, we do ask for your assistance in serving our mutual replacement market customers that approach your organization for service. Tires will be replaced at no charge for those products that fall under the terms of the program.

Continental General Tire is fully committed to providing tires that meet and exceed the expectation of our customers. This campaign is not a safety recall. However, the current activities in the tire industry make it imperative that we respond to these concerns in a positive and efficient manner. Our goal is to provide the market with quality products that deliver high customer satisfaction.

Sincerely,

A handwritten signature in black ink that reads "Tom Roydhouse". The signature is written in a cursive, flowing style.

T. B. Roydhouse
V. P. Passenger/Light Truck
Sales & Marketing