

FOR IMMEDIATE RELEASE
Contact: Media Center
(877) 201-2373

535 Marriott Drive
Nashville, TN 37214-0990
Media Center: 877.201.2373
Voice: 615.937.1000
Fax: 615.937.1414

Bridgestone Blizzak™ Now The Official Tire of Winter™

The original dedicated snow and ice tire is still the best

NASHVILLE, Tenn. (October 11, 2007) – When the weather outside turns frightful, motorists turn to the tire that makes driving delightful – the Bridgestone-brand Blizzak tire, “The Official Tire of Winter.”

Introduced in North America in 1992, the Bridgestone Blizzak – developed in the 1980s for the Japanese market – is an original pioneer of the dedicated, studless snow and ice tire revolution and set the standard for stability and handling in adverse winter driving conditions.

Proprietary innovations, such as its patented Multicell® tread compound, have helped make the Bridgestone Blizzak the winter tire of choice for millions of drivers for more than 15 years and have ensured the one-horse open sleigh will forever remain an outmoded means of winter transport!

“We’ve named the Blizzak “The Official Tire of Winter” to emphasize that Bridgestone remains the leader in developing superior winter tire technology and products to meet the ever-changing needs of consumers,” said Phil Pacsi, Vice President, Consumer Tire Marketing, Bridgestone Firestone North American Tire, LLC (BFNT). “We’re proud to say the Bridgestone Blizzak family of tires is available in more sizes to fit more vehicles than any other winter tire sold in North America.”

The new brand slogan will appear in Bridgestone Blizzak promotional campaigns this year. Coincidentally, the Rocky Mountain Automotive Press (RMAP) group, an organization of professional automotive journalists who live and drive in the diverse and rugged Rocky Mountain region, named the Bridgestone Blizzak the “official tire” of RMAP in 2005.

What’s new?

This year, the Bridgestone brand welcomed a new addition to the Blizzak family of tires, the Bridgestone Blizzak WS60. Featuring the company’s UNI-T™ technology, the tire also incorporates the latest winter tire advancements such as an exclusive Tube Multicell™ compound and NanoPro-Tech™ technology that work in concert to wick water away from the tire’s contact patch and improve tread flexibility for better grip on snow and ice.

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How do Blizzak tires work?

Multicell tread compound is a distinctive advantage of many Bridgestone Blizzak tires. The compound contains thousands of microscopic cells (or pores) which resemble Swiss cheese. As the tire wears, the pores are exposed and create thousands of "biting" edges that grip the road.

In addition to the biting action, the pores help remove the thin layer of surface water that often develops on top of icy roads. This means the edges can adhere to the road surface with less interference from the water. The result is greater driving and braking force. The pores are distributed throughout the Multicell compound so that as the tire wears, new pores are exposed along the tread surface.

The tread compound of Bridgestone Blizzak tires is also more pliable than that of traditional tires and remains flexible in colder temperatures. When water freezes to ice, tiny irregularities form on the surface. If the tread compound is rigid, it will tend to slide across these irregularities. Flexible tread compounds, meanwhile, "dig into" the jagged surface, affording drivers better control of their vehicle.

How do I identify a winter tire?

Look for a snowflake-on-the-mountain symbol branded on the tire's sidewall. It identifies tires that provide a high level of snow traction. All Bridgestone Blizzak tires have this symbol.

How do I know I need winter tires?

If you live in a climate where snow, ice and freezing temperatures are commonplace for three or more months of the year, Bridgestone Blizzak tires are a smart investment. Depending upon your driving habits, one set can see you through several snowy seasons. The cost of winter tires can also be less than what you would likely pay as a deductible in the event of an accident. They also extend the life of your summer tires (the Bridgestone Blizzak should only be used during the winter season to maximize its life span).

Another good idea is to invest in a separate set of steel rims for your Blizzak tires, making it quick and easy to properly equip your vehicle as the seasons change.

All in the family

With 15 patterns and more than 200 applications to fit most every sedan, sports car, light truck and sport utility vehicle on the road today, the Bridgestone Blizzak family of tires can help you enjoy a safer, less stressful winter driving experience this year.

In addition to the Bridgestone Blizzak WS60, the Blizzak WS-50, REVO1, MZ-03, DM-Z3 and W965 all feature the Multicell tread compound. The Bridgestone Blizzak LM-18, LM-22, LM-25 and LM-25 4x4 utilize a conventional winter driving compound.

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Where to go?

You can visit www.bridgestonetire.com to learn more about Bridgestone Blizzak tires or visit a Firestone Complete Auto Care™ service center or independent Bridgestone Firestone dealer in your neighborhood for all your tire and auto care needs. With nearly 5,000 retailers nationwide, Bridgestone Firestone is the solution for your busy lifestyle.

ICE can save your life

As a safety precaution, it's a good idea to store the name and telephone number of an emergency contact in your mobile phone under the name "ICE." This acronym, which stands for "in case of emergency," helps rescue personnel quickly locate a friend or family member when a victim is in a state of shock or unconscious. For more information, visit www.icecontact.com.

And, to discover additional winter driving tips, be sure to visit the Bridgestone Blizzak Chill Zone at http://www.bridgestonetire.com/winterdriving/winterdriving_us/index.aspx.

About Bridgestone's patented UNI-T technology:

UNI-T is an acronym for "Ultimate Network of Intelligent Tire Technology" found only in Bridgestone, Firestone and select associate brand tires. One of its core technologies is a Computer Optimized Component System, CO-CS, which uses a super computer to help determine an ideal combination of tread design, casing shape, materials and construction for a particular application. The use of L.L. Carbon (Long Link Carbon), an advanced form of carbon black, produces a stronger tire, better able to resist cracking, chipping, tearing and excessive wear.

About Bridgestone Firestone North American Tire, LLC:

Nashville-based Bridgestone Firestone North American Tire, LLC is a subsidiary of Bridgestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BFNT develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The company is focused on wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off-road, motorcycle, agricultural and other tires to its customers in North America.

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