

FOR IMMEDIATE RELEASE

**Contact: Media Center
(877) 201-2373**

535 Marriott Drive
Nashville, TN 37214-2373
Media Center: 877-201-2373
Fax: 615-937-1414

Bridgestone Firestone Announces Promotions

NASHVILLE, Tenn. (Oct. 14, 2008) – Bridgestone Firestone North American Tire, LLC (BFNT) announced today two promotions at Bridgestone Bandag Tire Solutions (BBTS). Doyle Bradford, Director of Strategic Channels, Bridgestone Bandag Tire Solutions (BBTS), will be promoted to Vice President, Sales for BBTS, effective immediately. In addition, Tim Chen, Vice President, Innovation for BBTS, will become Vice President, Marketing for BBTS, effective Nov. 1.

Bradford joined then-Bridgestone/Firestone, Inc. in April 1990 as a Territory Manager for Western North Carolina. He has held the positions of Regional Fleet Manager, District Manager, Region General Manager and Director of Strategic Channels in various regions of the country.

“Doyle has helped the sales force continue to evolve and improve in each job he has held,” said Saul Solomon, President, BBTS. “His extensive experience in the field sales group along with his superb leadership capability provide him with the right capabilities for this challenging role. Doyle will play a key role in evolving BBTS’ sales organization to meet the challenges of today’s dynamic marketplace.”

BBTS teammates who reported to Bradford in his former position as Director of Strategic Channels will continue to report to Bradford, who will remain located in Nashville, Tenn. Bradford replaces Art Campagnoni.

Chen started his career at then-Bandag, Incorporated in 1991. After holding various positions in both sales and marketing, Chen was promoted to Director of Marketing; Vice President, Marketing; and Vice President, Innovation. As Vice President, Innovation, Chen was responsible for leading the global efforts of both Marketing and Research & Development.

“Tim created a culture of diversity, openness and collaboration. It was under Tim’s leadership that Bandag created the vehicle-centric vision and strategy that

-more-

2-2-2-2

allowed Bandag to remain a leader in the tire industry," Solomon said. "Tim will be instrumental in the creation and implementation of our tire solutions strategies and the support of our changing organization."

Bradford and Chen will report to Kurt Danielson, Vice President, Sales and Marketing for BBTS, when Danielson assumes that role on Nov. 1.

In addition to these promotions, BBTS also announced that Troy Geuther will take on the role of Controller, BBTS, effective Jan. 1. Geuther started his career with then-Bandag, Incorporated as Financial Analyst in 1997. Shortly after joining Bandag, Geuther moved into the role of Manager, Financial Services for the newly formed Tire Management Solutions, Inc. Throughout his tenure Geuther has also managed Strategic Corporate Analysis & Financial Reporting, been the Controller for North America and the Vice President & Controller, North America. Geuther was the business owner who led the successful implementation of Record & Report general ledger enterprise system and the compliance process for Sarbanes Oxley legislation. Geuther also played an important role in rightsizing the Bandag business that led to a record breaking year in 2007.

"His knowledge of the tire business, his integrity and his ability to get work done through others will serve him well in his new role," Solomon said.

About Bridgestone Firestone North American Tire, LLC:

Nashville, Tenn.-based Bridgestone Firestone North American Tire, LLC (BFNT) 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. In addition, through its Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

About Bridgestone Bandag Tire Solutions:

Bridgestone Bandag Tire Solutions (BBTS), a division of Bridgestone Firestone North American Tire, LLC, manufactures, markets and sells medium and heavy duty truck tires for the original equipment and replacement markets in the United States and in Canada through Bridgestone Firestone Canada Inc. Bridgestone, Firestone and Dayton brand truck tires are available through more than 2,500 dealers and truck stops across the U.S. and Canada. Around the world, top truck fleets and original equipment manufacturers rely on Bridgestone and Firestone brand tires for long tread life and low cost per mile. In addition, through its Bandag brand, Bandag retreading dealers have access to industry-leading research and development, manufacturing, marketing and sales expertise. This combination of new and retread product offerings, combined with BBTS' commercial retail operations doing business as TDS, GCR Tire Centers and White Tire, provides trucking customers with total tire solutions.

###