

BRIDGESTONE AMERICAS HOLDING, INC.

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Contact: Media Center  
(877) 201-2373

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

## Bridgestone Americas to Rename Company Operations

**NASHVILLE, Tenn. (Oct. 14, 2008)** – Mark A. Emkes, Chairman and CEO of Bridgestone Americas Holding, Inc., today announced a plan to rename the company's operations effective Jan. 1, 2009.

"Today we are announcing that we will be renaming our companies in a way that will clearly define Bridgestone Americas and its subsidiaries as members of the global Bridgestone Group," Emkes said. "Through this effort we will provide Firestone with its own identity as a historic product and service brand, and we will take a long step forward toward eliminating confusion as to our overall corporate identity."

The company today released to its teammates in the Americas an extensive list of corporate name changes to be implemented at the beginning of 2009. Examples of the changes include:

- ***Bridgestone Americas Holding, Inc. (BSAH)***, the parent company of the Bridgestone Group's tire operations in the Americas, will be changed to ***Bridgestone Americas, Inc. (BSAM)***.
- ***Bridgestone Firestone North American Tire, LLC (BFNT)*** will be renamed ***Bridgestone Americas Tire Operations, LLC (BATO)*** (a legal entity), and will be a part of the larger business unit also known as Bridgestone Americas Tire Operations, a newly established operating unit announced earlier today.
- ***BFS Retail & Commercial Operations, LLC (BFRC)***, Bridgestone Americas' retail tire and automotive service unit and the operator of the well-known Firestone Complete Auto Care and Tires Plus outlets, will be known as ***Bridgestone Retail Operations, LLC (BSRO)***.
- ***Bridgestone Firestone Latin American Tire Operations (BFLA)*** will be known as the ***Latin American Tire division, BATO***.
- Bridgestone Americas' international subsidiaries will also be renamed to focus on membership in the Bridgestone family of companies, for example, ***Bridgestone Firestone de México, S.A. de C.V. (BFMX)*** will be known as ***Bridgestone de***

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**México, S.A. de C.V. (BSMX) and Bridgestone Firestone Canada Inc. (BFCA) will be renamed *Bridgestone Canada Inc. (BSCA)*.**

Bridgestone Americas also announced an exception to this naming convention related to its diversified products businesses. Effective Jan. 1, 2009, ***BFS Diversified Products, LLC*** (which does business as ***Bridgestone Firestone Diversified Products (BFDP)***) will be renamed ***Firestone Diversified Products, LLC (FSDP)***. Since most of that company's subsidiaries already carry the Firestone name, there will be no further name changes in that organization.

In discussing the exception, Emkes stated, "The name 'Firestone' is at the core of our diversified products operation; not only is the brand representative of products and services, it is also the identity by which the diversified products customers connect with that business. Therefore, in order to be fully responsive to our diversified products customers and avoid confusion, we are highlighting the Firestone name in this business unit."

***About Bridgestone Americas Holding, Inc.:***

*Nashville, Tenn.-based Bridgestone Americas Holding, Inc. (BSAH) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAH and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, synthetic rubber and industrial fibers and textiles. The BSAH family of companies also operates the world's largest chain of automotive tire and service centers.*

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