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**Firestone "Tread-To-Tread Demonstration"
Designed To Focus On Tire Traction**

Des Moines, IA (Mar. 6, 2008) – The Firestone Agricultural Tire "Tread to Tread Traction Demonstration" is a direct response to the Michelin Tire Company's claims that the traction of the Michelin[®] Agribib[®] R-1W is equal to or better than that of the Firestone[®] Radial All Traction 23 R-1.

"When Michelin released a video challenging the superiority of Firestone tires and our 23-degree bar design, we decided to conduct a test to set the record straight," says Ken Allen, vice president of Firestone Agricultural Tire.

Fair and Equal Demonstration

The Firestone Tread-to-Tread Demonstration was designed to eliminate all non-tire variables that could affect traction. Fifty observers were at the site to judge fairness of the demonstration.

A summary of the demonstration protocols follows:

**Tread-to-Tread: Firestone vs. Michelin
Traction Demonstration Protocols**

- Date: November 14, 2007
- Location: Harvested corn field near Slater, Iowa
- Conditions: Normal fall tillage soil conditions. Soil temperature above freezing.

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- Tires:
 - Firestone Radial All Traction 23-degree R-1. Size 480/80R46 weighed in at 459 lbs. per tire.
 - Michelin Agribib 45-degree R-1W. Size 480/80R46 weighed in at 414.5 lbs. per tire.
 - Tires were inflated according to Michelin's data book for actual axle roads. Front tires on both tractors were inflated to 19 PSI. Both the Firestone and Michelin rear tire sets were inflated to 11 PSI.
 - NOTE: No compensation was made for tire weight differences. Even though both tires were the same size, each Firestone tire weighed 44.5 lbs. more than the Michelin tire.

- Drive Tractors:
 - Two (2) John Deere 8520s with mechanical FWD and dual rear tires. FWDs were disengaged and differentials locked so only the rear tires would drive the tractors.
 - The Van Wall John Deere dealership in Madrid, Iowa, used a dynamometer to test horsepower. Tractor 1 generated 338 HP at 2,000 RPM. Tractor 2 generated 340 HP @ 2,000 RPM.

- Anchor Tractor: One (1) John Deere 9520, 4WD, pulling a 5-shank disk ripper set 16-18 inches deep.

- Preparation: A cable was attached to the drawbar of one drive tractor, run through a pulley on the anchor tractor, and attached to the second tractor's drawbar.

- Runs 1 & 2: Impartial observers were randomly chosen to ride in each drive tractor and verify the operating gear and RPM of each unit.

- Run 1: Both tractors ran in the same gear at 2,000 RPM for one-quarter mile. The tractor with the Firestone Radial All Traction 23s finished 37 feet, 4 inches ahead of the tractor with the Michelin Agribib R-1Ws.

- Between Runs: Rear tire sets switched from one tractor to the other. Tire pressures checked. Tractors re-scaled and re-ballasted for weight differences.

- Run 2: Both tractors ran in the same gear at 2,000 RPM for one-quarter mile. The tractor with the Firestone Radial All Traction 23s finished 36 feet, 8 inches ahead of the tractor with the Michelin Agribib R-1Ws.

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- Advantage: Tractors with the Firestone Radial All Traction 23-degree R-1 tires finished an average of 37 feet ahead of tractors with Michelin Agribib 45-degree R-1Ws.

Observer Commentary

Farm operators and tire dealers, including dealers who sell Firestone as well as other tractor tire brands, were among the observers who viewed the Tread-to-Tread Demonstration. Some post-event comments follow:

"We've used Firestone tires on our farm for 25 years and always liked the traction. You would think Michelin's deeper bar wouldn't slip as much. I thought there was a difference before – this test reassured me." – Dean Manthe, Manthe Grain Farms, DeForest, WI.

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"It was a fair and balanced demonstration – I was picked to ride in one of the tractors to monitor RPM. I was surprised at the difference in the outcome. The 37 feet is a significant difference in time and fuel." Doug Yelk, Yelk Farms, Marshall, WI.

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"I was surprised that the deeper bar on the Michelin didn't offset Firestone's R-1 bar with the 23-degree angle. I now have an answer for those who question the 'deeper bar' difference. I don't know how anyone could have made the test more fair." Mike Earhart, GCR Tire, Cedar Rapids, IA.

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"I sell Michelin, Titan and Goodyear tires as well as Firestone. This demonstration convinced me the 23-degree bar makes a difference. Michelin tested their tires in wet soil conditions, but in normal soils like we saw, it doesn't compete as well." Tom Sandbothe, Sandbothe Firestone, Griswold, IA.

Tread-to-Tread Demonstration Video

A video report on the Tread-to-Tread Traction Demonstration is being distributed to all Firestone dealers. The video and supporting printed materials are available for downloading from the Firestone Agricultural Tire web site at www.firestoneag.com.

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About Firestone Agricultural Tire:

Firestone Agricultural Tire (FSAG), a division of Bridgestone Firestone North American Tire, LLC, is the largest manufacturer of agricultural tires in North America. FSAG's Des Moines, Iowa, facility is located in the heart of America's farm belt and is a leading supplier of the North American original equipment market and supplies about 40 percent of the replacement market with agricultural tires. FSAG also has approximately 50 percent of the market in harvesting and planting machinery. The FSAG testing facility, located in Columbiana, Ohio, is the only facility in the world solely dedicated to the development and testing of agricultural tires. In addition to agricultural tires, FSAG markets and sells forestry, ATV and construction tires.

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 the road, motorcycle, agricultural and other tires to its customers in North America.

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