

Firestone Statement for KTRK-TV

Our deepest sympathies go out to the families whose loved ones were involved in the recent accident noted in your report. However, if this was indeed a recalled tire, it should not have been on this vehicle. Firestone has gone to extraordinary lengths to reach out to consumers in order to recover the tires covered by the August 2000 voluntary recall and the October 2001 voluntary replacement program (collectively, the "Firestone actions"). The Firestone actions are considered to be the most successful product recoveries in history. Not only did the company recover over 6.3 million tires during the Firestone actions (out of 6.5 million tires estimated to be on the road at the time of the voluntary recall), in July 2006 Firestone voluntarily took the unprecedented step to recover the small percentage of tires that might still have been in the marketplace. Even though the Firestone actions were among the most effectively administered automotive product field actions in history -- due in no small part to comprehensive advertising and consumer outreach campaigns -- Firestone initiated the July 2006 re-notification program to again reach out to consumers. The re-notification program was a robust initiative supported by news releases, websites and full page newspaper ads urging consumers to replace the small number of recalled tires that might still be in the marketplace, with a specific focus on reminding consumers to check any tires in the spare position.

In the ten years since the initial recall, the company has continued to replace affected tires free of charge and has continued to reach out to drivers through its stores, dealers and media campaigns to raise awareness and educate consumers.

We encourage all consumers to go to www.tiresafety.com to learn about tire safety and why it's important to have their tires, including the spare tire, regularly inspected by a qualified professional.

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