

BRIDGESTONE BANDAG TIRE SOLUTIONS

NEWS RELEASE
NEWS RELEASE
NEWS RELEASE

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

2905 N. Hwy 61
Muscatine, IA 52761-5886
Fax: 563-262-1263

Bridgestone Bandag Tire Solutions Announces Price Increase Bridgestone Truck and Bus Radial Tires Affected

MUSCATINE, Iowa (July 1, 2010) – Bridgestone Bandag Tire Solutions (BBTS), a division of Bridgestone Americas Tire Operations, announced today it has increased prices on its Bridgestone brand products. Effective July 1, 2010, Bridgestone brand truck and bus radial tire base prices will increase up to six percent in the United States.

“Bridgestone Bandag Tire Solutions continues to look for ways to balance costs and continue to deliver a premium package of value to our dealer and fleet customers. Today, however, we have reached a point where we must pass along some of the increased costs that are outside of our control including energy, fuel and raw materials,” says Kurt Danielson, Vice President Sales and Marketing, BBTS.

About Bridgestone Bandag Tire Solutions:

Bridgestone Bandag Tire Solutions (BBTS), a division of Bridgestone Americas Tire Operations, 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 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. 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 offering provides trucking customers with total tire solutions.

###