

December 19, 1991

**BRIDGESTONE/FIRESTONE, INC.**

**ORIGINAL EQUIPMENT SALES AND ENGINEERING**

26777 Central Park Blvd., Suite 250  
Southfield, MI 48076-4165  
Phone: 313-353-2055  
Fax: 313-353-0895

Mr. J. Gibas  
Ford Motor Company  
Brake & Tire Lab  
Building #4  
Dearborn, MI 48121

Dear Mr. Gibas:

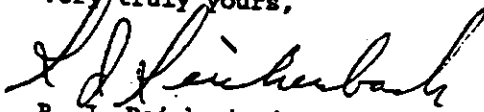
Subject: Reduced Rolling Resistance P235/75R15 SL ATX

Per our several discussions, it is becoming increasingly important that Bridgestone/Firestone be made aware of whether or not the subject tire will be adopted for application on the Explorer vehicles and subsequently 1993 Ranger 4x4 vehicles. As we have discussed, considerable time will be required if the decision is made to adopt the new tire in that it has never been evaluated on the Ranger vehicle.

In addition, the UPN105 program is impacted due to the fact that the current P235/75R15 SL ATX tire is the designated control tire for 15" UPN105 applications. Although the UPN105 targets will not be affected, availability of control tires for Bridgestone/Firestone as well as our competitors will be impacted if a change is made. In consideration of these concerns as well as the logistics of bringing a new construction into production at our plants, I am requesting that every possible effort be made at Ford to obtain a decision on whether or not the change will be made and if the decision is positive to provide Bridgestone/Firestone with anticipated timing. Anything you can do to expedite this decision will be greatly appreciated by Bridgestone/Firestone as well as other areas within Ford.

Please let me know if I can provide any additional information to facilitate reaching a decision.

Very truly yours,



R. J. Reichenbach  
OE Account Representative

RJR/blr  
111.RJR

cc: Mr. J. Burdette  
Mr. R. Bacigalupi  
Mr. J. Mestrog  
Mr. T. Mast  
Mr. L. Skynar

049-01509

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