

Tom Baughman

- Sent to PRESS 8/11

BRIDGESTONE Firestone

ORIGINAL EQUIPMENT TIRE SALES COMPANY

One Towne Square, Suite 1470
Southfield, MI 48076-3705
Phone: 248-208-3600 Fax: 248-208-3635

A DIVISION OF BRIDGESTONE-FIRESTONE, INC.

March 11, 1999

Mr. Chuck Seilnacht
Ford Motor Company
Customer Service Office
Worldwide Direct Market Operations
Fairlane Business Park III
1555 Fairlane Drive, Room 146
Allen Park, MI 48101

Dear Chuck,

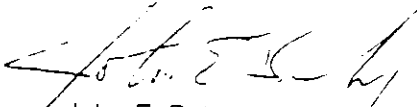
Subject: P255/70R16 A/T TIRE FOR THE EXPLORER

As you requested, I've asked our people for confirmation as to the acceptability of the subject tire's performance in the U.S.

We began producing this tire back in 1995, and for the four year period through 1998 we've manufactured and sold just under 1.75 million of these tires. To date, our total adjustment (i.e. warranty) rate for this tire is less than 0.1% (1/10th of 1%). That return rate encompasses all reasons, including workmanship and materials, shake & vibration, road hazard (where applicable), etc.

Obviously, that return rate is extremely low, and substantiates our belief that this tire performs exceptionally well in the U.S. market.

Yours truly,



John E. Behr
Account Executive

ellen.doc