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ANNUAL SALES ENGINEERING MEETING  
NASHVILLE, TN  
FEBRUARY 25, 2000

0500356

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APPROVED FOR RELEASE BY NSA/CSS  
AUTHORITY: E.O. 13526  
DATE: 08/14/2009

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# TOPICS

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- 1999 VS 1998 YEAR END ADJUSTMENTS

- FIRESTONE PASSENGER

- BY SERVICE GROUP

- BY PATTERN

- FIRESTONE LIGHT TRUCK - RECREATIONAL

- BY SERVICE GROUP

- BY PATTERN

- RELATED ISSUES

- NEW ADVERTISING PROGRAM

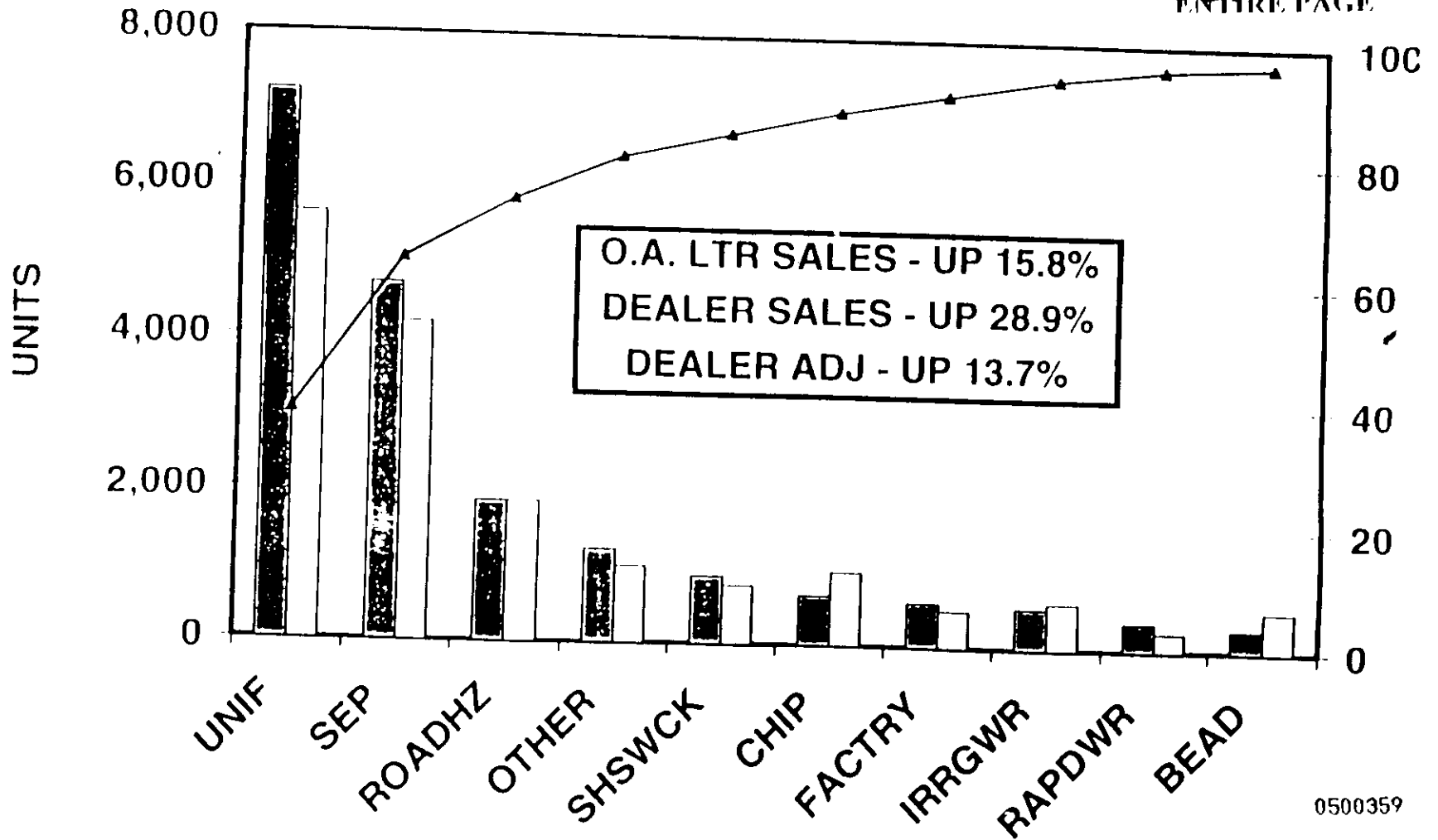
- NEW FIRESTONE DATABOOK

- NEW PRODUCT INTRODUCTION

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# ADJUSTMENT ANALYSIS - 1999 VS 1998 YEAR END FIRESTONE LT TRUCK - REC - BY SERVICE GROUP

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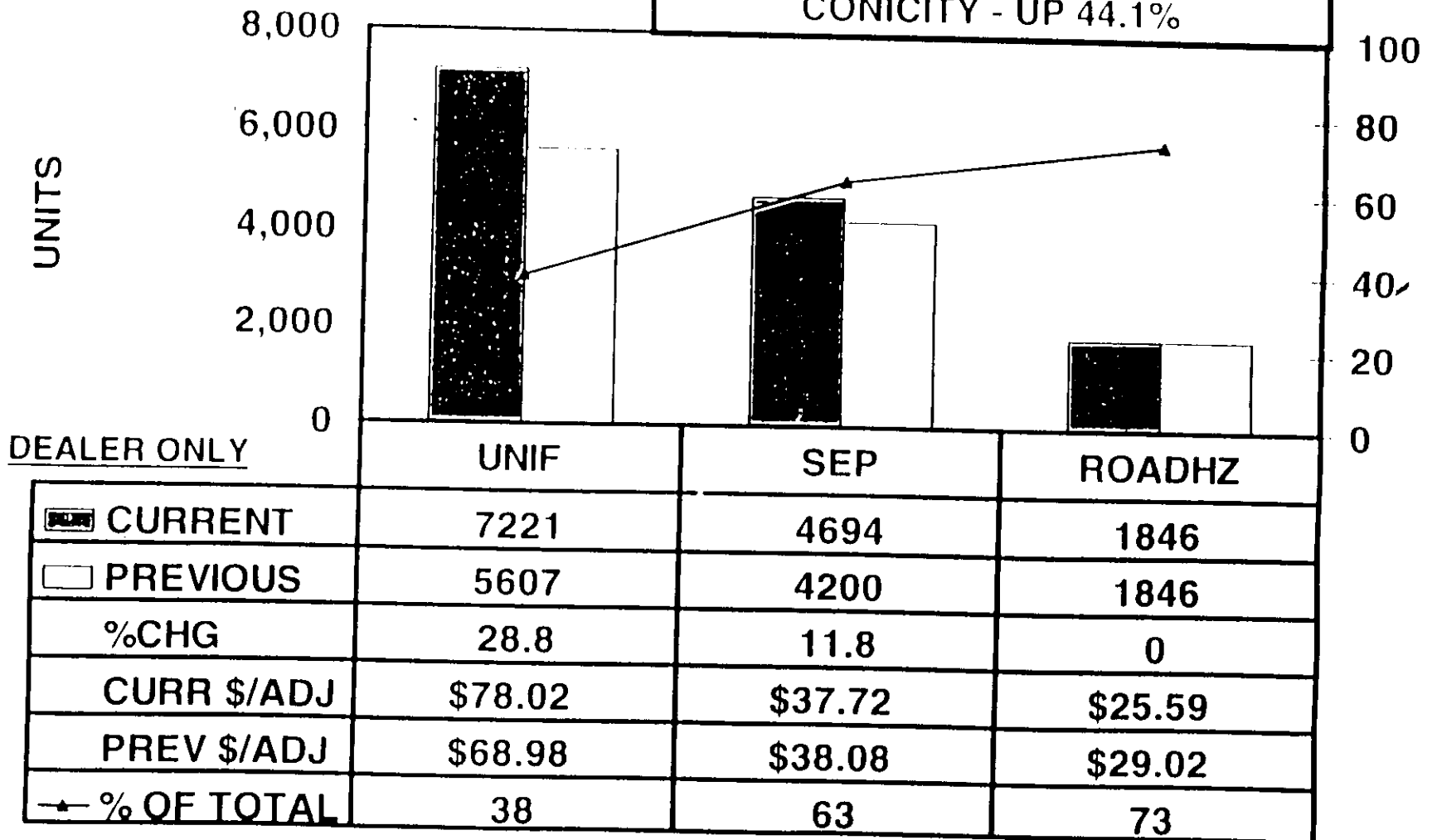
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NO STORE OR SALE ADJUSTMENTS

CURRENT	18848	\$1,024,192
PREVIOUS	16574	\$829,793

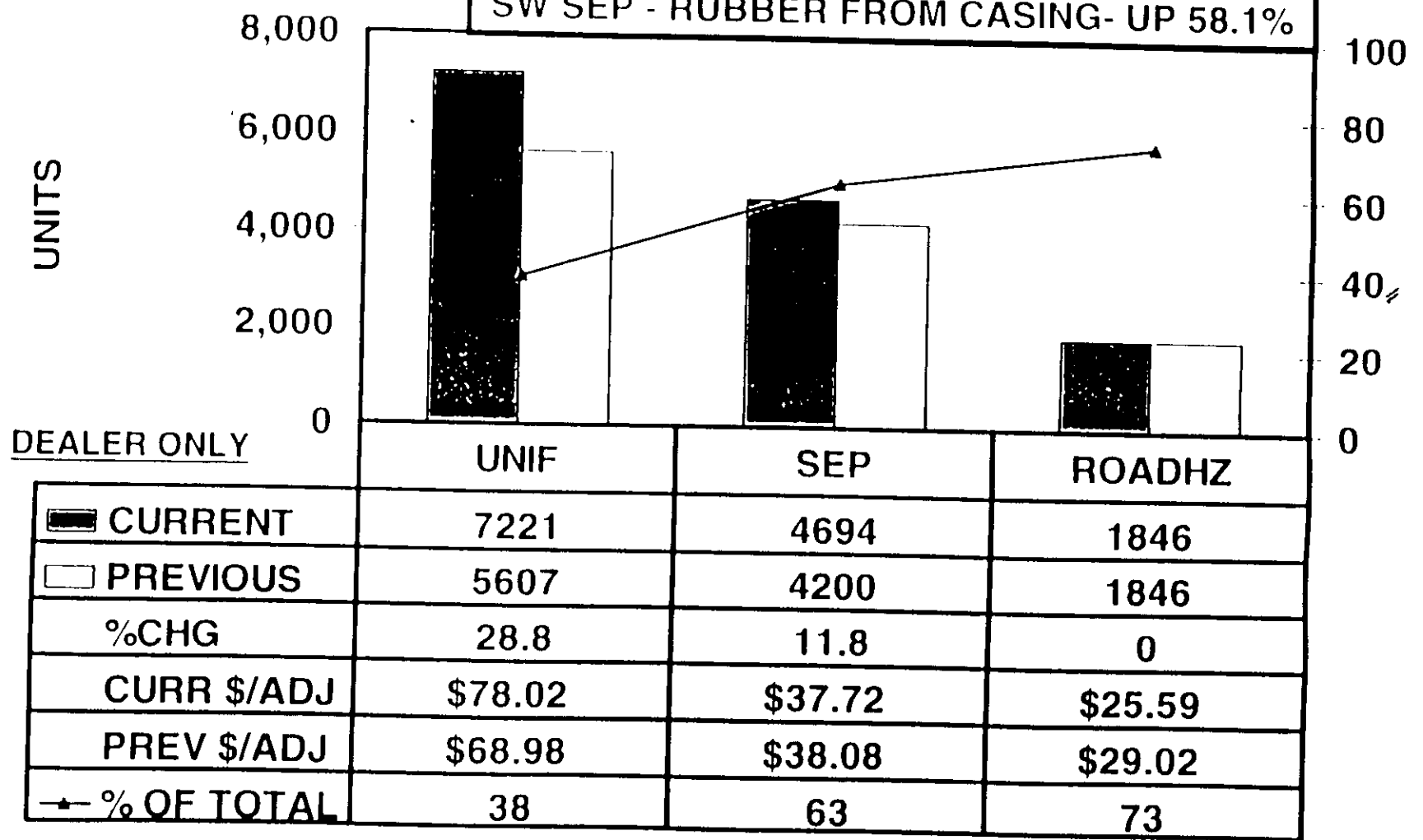
**UNIFORMITY**  
**TOO HIGH**

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OOR - UP 24.6%  
HARSH RIDE - UP 58.8%  
CONICITY - UP 44.1%



**SEPARATIONS**  
**INCREASING**

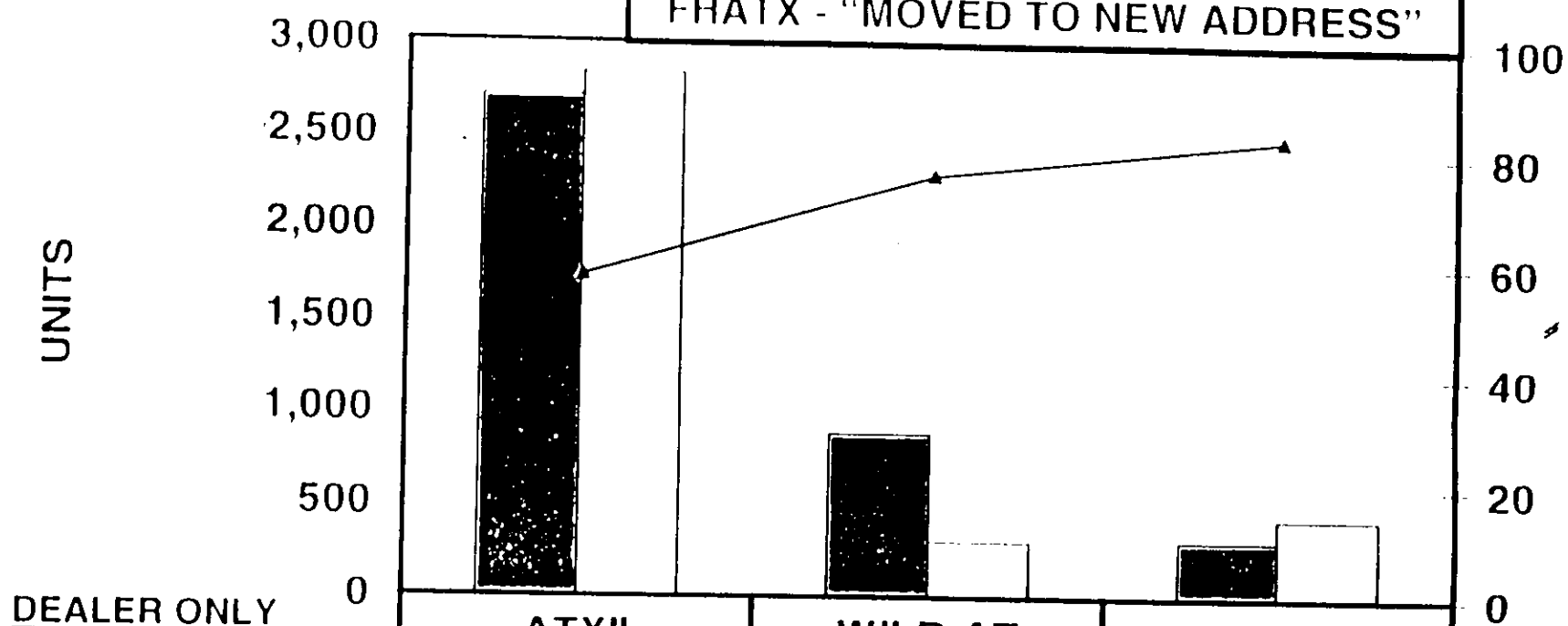
BELT EDGE SEP - UP 14.7%  
 BELT LEAVE BELT - DOWN 1.7%  
 SW SEP - RUBBER FROM CASING- UP 58.1%



# SEPARATIONS

ATXII -  
 WILD-AT -  
 FHATX - "MOVED TO NEW ADDRESS"

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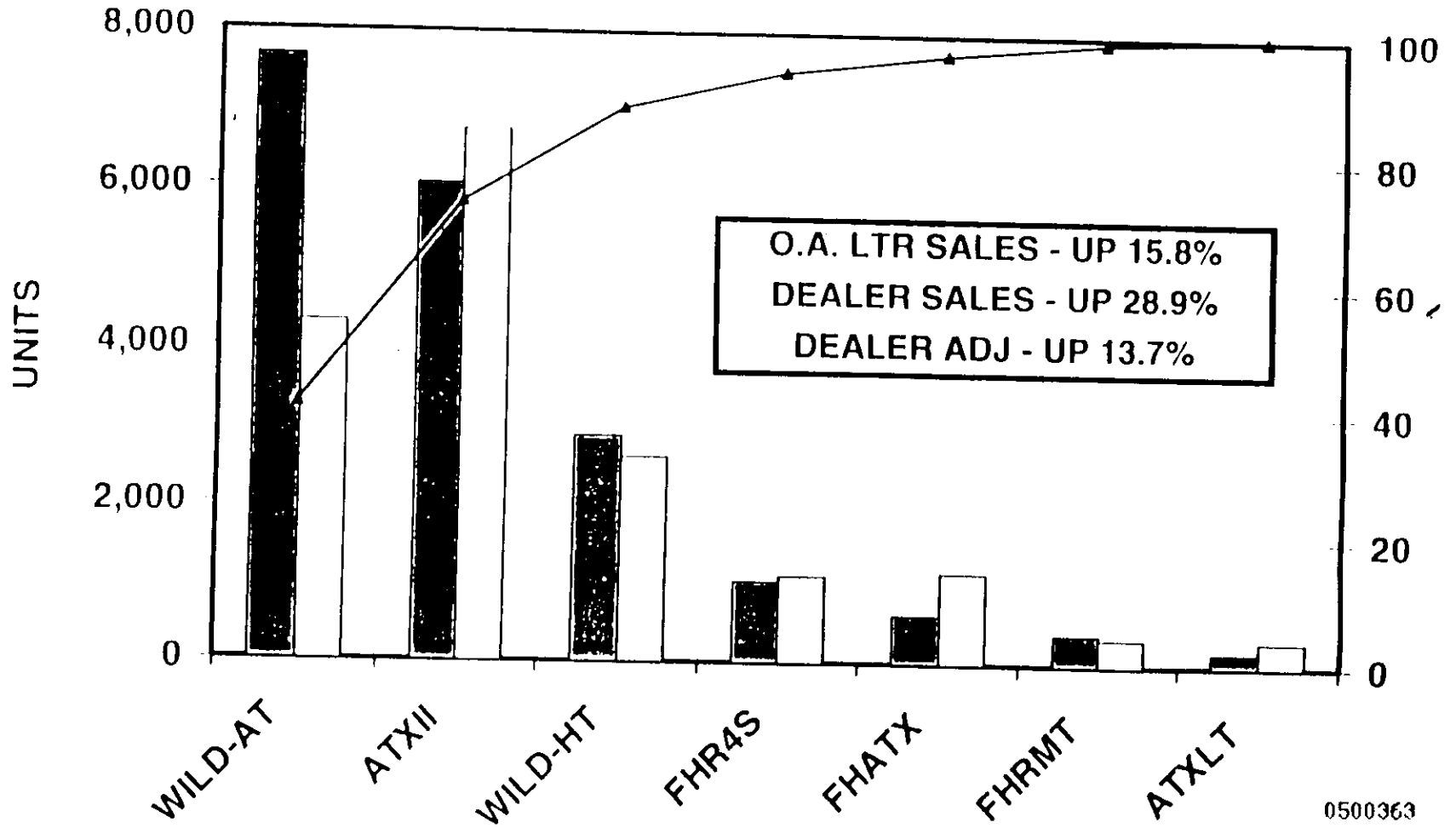


DEALER ONLY

	ATXII	WILD-AT	FHATX
CURRENT	2702	885	313
PREVIOUS	2832	301	438
%CHG	-4.6	194	-28.5
% OF TOTAL	58	76	83

ADJUSTMENT ANALYSIS - 1999 VS 1998 YEAR END  
 FIRESTONE LT TRUCK - REC - BY PATTERN -

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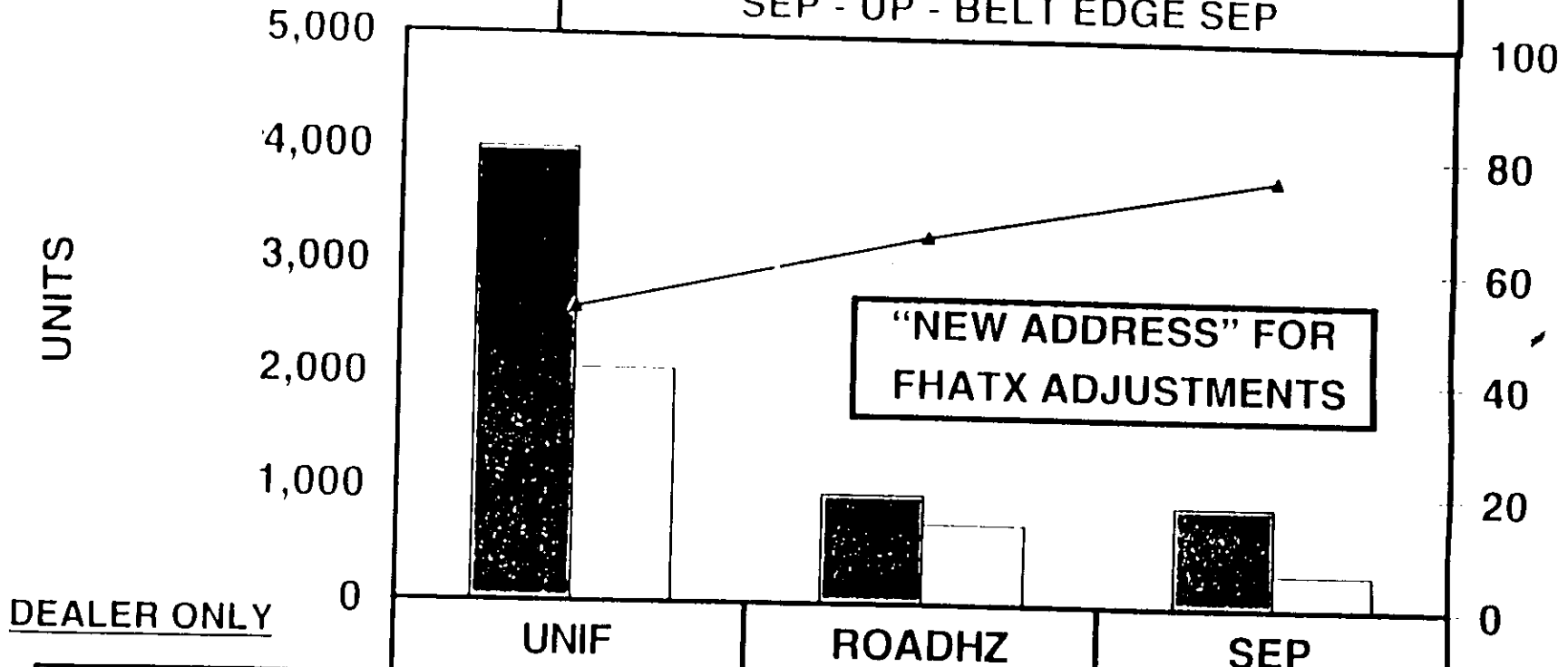
NO STORE OR SALE ADJUSTMENTS

CURRENT	18848	\$1,024,192
PREVIOUS	16574	\$829,793

**WILD-AT ADJUST.**  
**GROWING QUICKLY**

UNIF - UP 95.7% - O.O.R.  
 RH - UP 35.9% - SW PUNCT & TRD PUNCT  
 SEP - UP - BELT EDGE SEP

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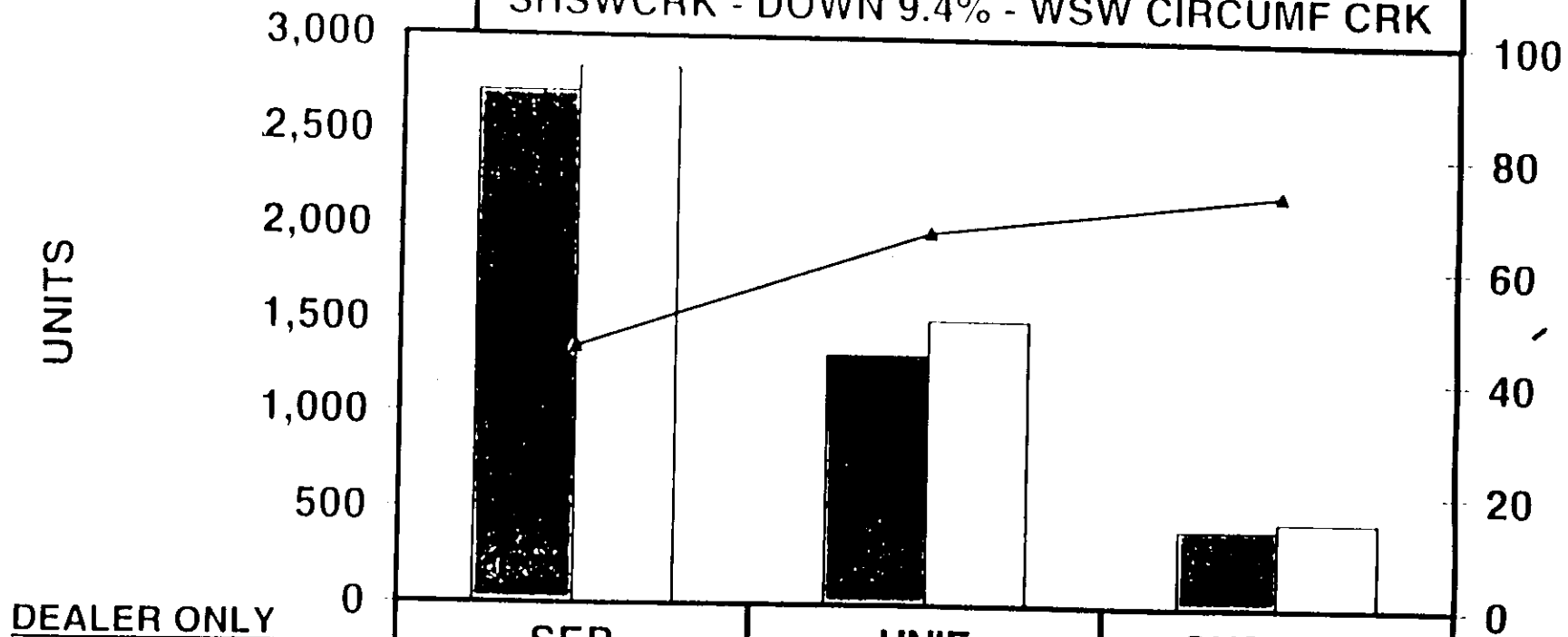


	UNIF	ROADHZ	SEP
■ CURRENT	4008	957	885
□ PREVIOUS	2048	704	301
%CHG	95.7	35.9	194
→ % OF TOTAL	52	65	76

**RAD ATXII**  
**MOVING DOWN**

SEP - DOWN 4.6% - BELT EDGE SEP  
 UNIF - DOWN 11.9% - O.O.R.  
 SHSWCRK - DOWN 9.4% - WSW CIRCUMF CRK

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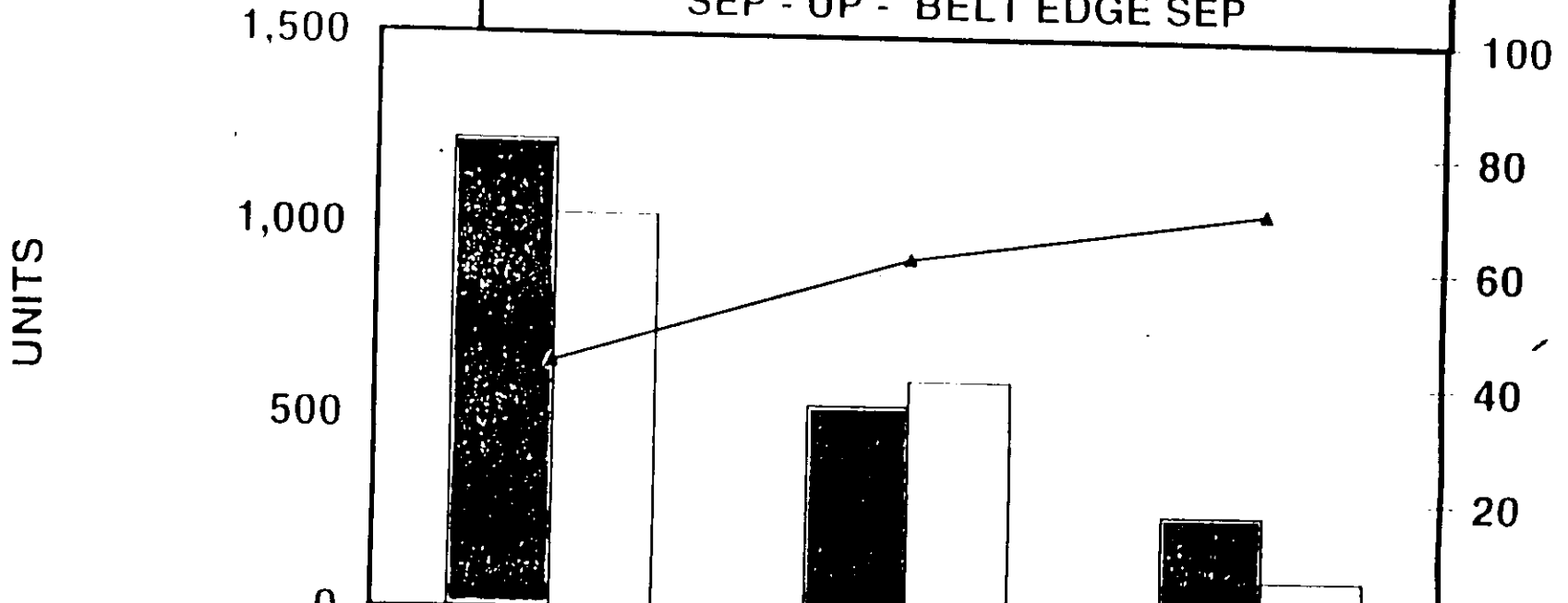
	SEP	UNIF	SHSWCK
■ CURRENT	2702	1325	413
□ PREVIOUS	2832	1504	456
%CHG	-4.6	-11.9	-9.4
▲ % OF TOTAL	45	66	73

WILD-HT ADJUST.

ALSO GROWING

UNIF - UP 19.2% - O.O.R.  
 RH - DOWN 10.8% - TRD PUNCT & RUNFLAT  
 SEP - UP - BELT EDGE SEP

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	UNIF	ROADHZ	SEP
■ CURRENT	1224	536	263
□ PREVIOUS	1027	601	91
%CHG	19.2	-10.8	189
▲ % OF TOTAL	43	61	70

**FIRESTONE**

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**IMAGE & FHSS20**

**PRINT ADVERTISING &**

**TELEVISION COMMERCIAL**

**AT LAS VEGAS MOTOR SPEEDWAY**

**DECEMBER, 1999**

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