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CONTACT: Susan Steeno
Dye, Van Mol & Lawrence
615-780-3317

FIRESTONE COMPLETE AUTO CARE™ AND DRIVER'S EDGE RENEW PARTNERSHIP

LAS VEGAS, NEV. (March 19, 2009) – Motor vehicle collisions kill more teens each year than guns, drugs and violent crimes combined. That's why Firestone Complete Auto Care and Driver's Edge, a nonprofit organization that offers a free defensive driving program for young drivers, have renewed their national partnership to help combat this avoidable statistic.

"There is no reason why motor vehicle collisions have to continue as the number one cause of death for young Americans," said Steven Tepper, president of Driver's Edge. "So much tragedy can be avoided simply through proper training and experience and that's what Driver's Edge is all about. We're excited to once again welcome Firestone Complete Auto Care as a national partner for the 5th consecutive year to help us with our mission."

Driver's Edge was created in 2002 to help combat the staggering number of youth-related motor vehicle accidents and fatalities. To date, nearly 60,000 young drivers ages 15-21 and their parents have attended the program. Students who participate in the program receive hands-on defensive driving instruction on skid control, evasive lane change maneuvers, and panic braking techniques directly from professional race car drivers and performance driving instructors. In 2009, Driver's Edge will travel to 20 different cities across the U.S. with its unique brand of behind-the-wheel instruction.

"We're proud to continue our national partnership with Driver's Edge," said Victoria Condell, Director of Public Affairs at Bridgestone Retail Operations, LLC, parent company of Firestone Complete Auto Care. "Firestone Complete Auto Care is committed to educating drivers about proper vehicle safety and maintenance. In addition to sponsoring worthwhile driver safety initiatives, our team members frequently hold programs in our stores and in their communities teaching drivers how to keep their vehicles running newer longer."

Firestone Complete Auto Care has been a proud sponsor of Driver's Edge since 2005. The Driver's Edge *Car Care Academy* module is based on Firestone Complete Auto Care's award winning *Car Care Academy* program, which has been educating drivers about basic vehicle safety and maintenance for more than 30 years.

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Driver's Edge is held on select weekends throughout the year. Students and their parents are encouraged to attend one of two sessions per day, each session educating about 80-100 students. While a comparable teen driving program can cost up to \$450 per student, Driver's Edge offers the program to students free of charge thanks to the generous contributions of its partners like Firestone Complete Auto Care.

Driver's Edge includes the following elements:

- Classroom and behind-the-wheel defensive driving instruction on skid control, evasive lane change maneuvers, anti-lock braking skills and panic-braking techniques.
- Basic car maintenance instruction, based on Firestone Complete Auto Care's *Car Care Academies*.
- Interaction with local law enforcement, including education about impaired driving and seat belt safety instruction.

To register for Driver's Edge, please visit www.driversedge.org or call 1-877-633-EDGE. Students must be between the ages of 15 and 21 and possess a valid learner's permit or driver's license.

About Driver's Edge:

Las Vegas-based Driver's Edge is a Nevada 501(c)(3) non-profit organization and public charity. Driver's Edge offers a free educational program for young drivers (aged 15-21) teaching real life emergency avoidance and response techniques and overall driver safety. This innovative program is taught on an ongoing basis in Las Vegas, Nev., with annual national tours visiting multiple U.S. cities each year. The program is funded entirely by charitable donations, public grants and corporate sponsorship. For more information, please visit www.driversedge.org.

About Firestone Complete Auto Care™:

Firestone Complete Auto Care™ is owned and operated by Bridgestone Retail Operations, LLC (BSRO). Firestone Complete Auto Care is a leading retailer for passenger and light truck tires, where technicians perform repairs, routine maintenance and a variety of diagnostic services covering major systems within a vehicle. With locations throughout the United States, Firestone Complete Auto Care offers competitive prices on a large selection of brand name tires. To learn more about tires, vehicle maintenance, career opportunities or Firestone Complete Auto Care locations, visit www.FirestoneCompleteAutoCare.com or call 1-800-LOCATE-US.

About Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Bloomingdale, Ill., and operates the largest network of company-owned automotive service providers in the world — more than 2,000 tire and vehicle service centers across the United States — including Firestone Complete Auto Care™, Tires Plus™, ExpertTire™ and Wheel Works™ store locations. Credit First National Association and Firestone Complete Fleet Care™ operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.