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Firestone Racing Information/Photos:

www.firestonemediagallery.com

Password: media

Product information:

www.3M.com/wheelweights

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Firestone Racing Announces Switch to 3M Wheel Weight System

Non-lead wheel weights reduce environmental impact

Nashville, Tenn. (June 2, 2008) – Beginning at last weekend's Indy Racing League IndyCar Series and Firestone Indy Lights events at The Milwaukee Mile, Firestone Racing made the switch from traditional lead wheel weights to the 3M™ Wheel Weight System for all of its operations.

"This change to non-lead wheel weights is just one of many efforts to protect and conserve our environment under Bridgestone's global 'One Team, One Planet' program," commented Al Speyer, Executive Director, Bridgestone Firestone Motorsports. "As a very visible part of Bridgestone Americas and Bridgestone Firestone North American Tire, LLC, Firestone Racing has been looking at ways we can be more ecologically sensitive, and the 3M Wheel Weight System provides us with the perfect opportunity to put our company's principles into action. When it comes to protecting the environment, we're all in this together."

The 3M Wheel Weight System is constructed of a non-lead composite material for reduced environmental impact and corrosion-free results. Unlike traditional metal weights, the 3M material is flexible and can be custom cut to weight so wheels are precision balanced for increased performance and a better ride.

"We at 3M are working continually to develop technologies and products that have less impact on the environment while meeting the highest standards of performance. The 3M wheel weight system meets this objective, and helps support our customers' environmental and performance goals," said Scott Taylor, technology manager, 3M Automotive Market Center.

The wheel weights are attached using 3M™ Automotive Attachment Tape, a known and trusted technology that 3M has been providing to the industry for decades, which provides reliable, long-term performance for the 3M wheel weight system.

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About Bridgestone Americas Holding, Inc. (BSAH)

Nashville, Tenn.-based Bridgestone Americas Holding, Inc. (BSAH) is the U.S. subsidiary of the Bridgestone Corporation, the world's largest tire and rubber company. BSAH and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the world and produce air springs, roofing materials, synthetic rubber and industrial fibers and textiles. The BSAH family of companies also operate the world's largest chain of automotive tire and service centers.

About Bridgestone Firestone North American Tire, LLC:

Nashville-based Bridgestone Firestone North American Tire, LLC is a subsidiary of Bridgestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BFNT develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The company is focused on wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off-road, motorcycle, agricultural and other tires to its customers in North America. In addition, through its Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

About Firestone Racing:

The Firestone brand has appeared in world-class motorsports events across the globe since its debut as a race tire in the 1909 Indianapolis 300. Since 2002, Firestone has served as the official tire of the IndyCar® Series, Firestone Indy Lights and the Indianapolis 500-Mile Race®, which has been won by a Firestone-equipped driver 59 times in its 92-race history.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

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