

TIRE BUSINESS

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December 22, 2008

THE TIRE DEALER'S NEWSPAPER SINCE 1983

\$70 per year, \$4 per copy

TB's top newsmakers of 2008

HEADLINES



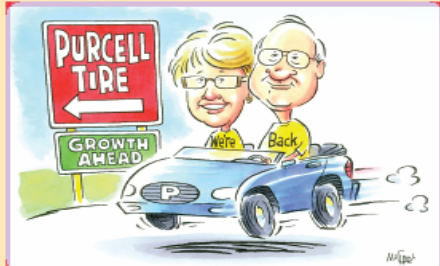
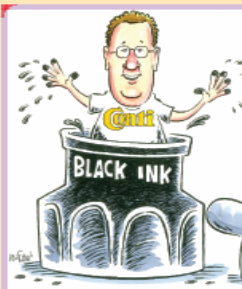
Mark Emkes

The chairman, CEO and president of Bridgestone Americas Holding Inc. is spearheading its "green" efforts—such as lowering plant emissions, launching environmentally friendly products and phasing out lead wheel weights.



Matthias Schoenberg

The CEO of Cont oversaw the firing fiscal 2007 a integration of the North and South



Bob & Juanita Parcell

The former owners of Purcell Tire & Rubber Co. re-acquired the dealership from their employees and accelerated its growth curve by acquisition.



Tire Business Illustrations by Leo Michael

TIRE BUSINESS

Rubber & Plastics

September 22, 2008

The Rubber Industry's International Newspaper



Mark Emkes, chairman and CEO of Bridgestone Americas Holding Inc., spoke about setting standards for how we define an eco-friendly company and how to lead by example during his keynote address Sept. 16 to a combined audience of the Tire Society and the International Tire Exhibition and Conference.

RPN photo by Lisa Hockensmith

The 'green' standard

Bridgestone CEO Emkes wants to help define term

By Bruce Meyer
Rubber & Plastics News Staff

AKRON—Mark Emkes knows that when it comes to companies "going green," it's important that top management sets a good example.

So not only does the chairman and CEO

Bridgestone's "One Team, One Planet" slogan really is more than just words. It's a way of life.

"I'm a firm believer that the tone needs to come from the top, but it really is the team that implements it," Emkes said during an interview after delivering a keynote address

Ame after

HAMBURG, N.J.—and adding machine component mo

The company alsoogy and Material Technology Center, facility in Wantage, ation was upgraded to help the companyrials and technologies, according to C Ames president and

About 30 jobs are the firm's work for grown steadily since it totaled 114. The pects to have 235 v Hamburg plant in N means it will bring ployees on board in span.

Jobs are being ad departments. Ames ty, including moldin both the day and eve

"But we certainly Ames' recent growth

Ames bought injec tract volumes. "As w ness, we will be add said.

The firm didn't giv

Invest

BRIDGESTONE

PASSION for EXCELLENCE

Firestone

A TRADITION OF INNOVATION

53,000
Teammates

- ▲ Americas Support Center
- ◇ Technical Center
- ◇ Proving Grounds
- Existing Tire Plants

TIRES +
FIRESTONE ROOFING +
GOLF BALLS & CLUBS +
AUTOMOTIVE PARTS + TEXTILES +
BANDAG RETREADING +
COMPLETE AUTO CARE STORES +



One Team, One Planet.



En las diferentes estaciones del año, asociados de Bridgestone del condado de Warren, Cuernavaca y Buenos Aires pueden ver las mismas especies avícolas, y en ocasiones pueden observar exactamente la misma ave.

Bridgestone teammates in Buenos Aires, Cuernavaca, or Warren County share a chance to enjoy seeing not only the same species but even the same exact bird in different seasons.



Bridgestone Firestone Mexico, S.A. de C.V.
Cuernavaca, México
Cuernavaca, Mexico



Conectados con los viajeros de la naturaleza Connecting with Nature's Travellers

Migratory birds and butterflies follow nature's highways each year, flying between their winter and summer habitats. The map shows a few examples of the millions of long distance flyers that offer Bridgestone teammates and their families a chance to connect with nature's travellers.

Cada año, volando entre su hábitat de invierno y verano, los pájaros y mariposas migratorias siguen las carreteras de la naturaleza. El mapa muestra algunos ejemplos de los millones de aves migratorias, y ofrece la oportunidad a los asociados de Bridgestone y sus familias de conectarse con los viajeros de la naturaleza.

Our concern is global

This scene from a Tokyo subway emphasizes the fact that culture is changing globally.

Bigger, better burgers – and a consuming society are clearly evident.

What is the price of this consumerism?



Bridgestone on your street corner

“Global change starts at home.”

FIRESTONE COMPLETE AUTO CARE



Firestone Racing and Firestone Complete Auto Care Stores GET THE LEAD OUT



Delivering tires – and a **cleaner environment** for you and your family

Our trucks deliver almost every kind of tire you can imagine to hometown Bridgestone dealers across the country. And we do it with cleaner air.

This logo tells the story. We're a proud EPA SmartWaySM Transport Partner. That means the EPA certified our trucks as being superior in fuel efficiency and tailpipe emissions.



SmartWaySM is an innovative, voluntary partnership of the U.S. Environmental Protection Agency (EPA) that reduces greenhouse gases and improves fuel efficiency in the nation's trucks and railroads.

BRIDGESTONE
PASSION for EXCELLENCE

New “Green” tire

- High Technology for drivers who want to maximize fuel economy.



ECOPIA
EP100

In 1970 when you drove 100,000 miles you used 32 tires.

It took 40 days worth of an average modern home's energy.

•Today, 100,000 miles take only 8 tires. Our plants are twice as efficient, so it takes 5 days worth of an average home's energy to make your 100,000 miles worth of tires.



One Team, ne Planet.

***We make tires with
Less Waste, Less Water, Less Watts,
MORE Wildlife***

FIRST TWO *LEED CERTIFIED* TIRE PLANTS IN THE WORLD

AIKEN
SOUTH CAROLINA



WARREN
TENNESSEE



Hydrogen Fuel Cells at Aiken and Warren raise acceptance of high tech energy solutions by environmental leadership.



LEED Innovation – High Volume Low Speed Fans

- Savings per fan = \$8,862 per year.
Reduced heating and cooling load.



40,000 gallons per urinal = 4 million gallons per year

Touch-Free

Hygienic



**FALCON
WATERFREE
TECHNOLOGIES™**

This facility is committed to protecting and preserving our environment. By using this touch-free, completely hygienic Falcon Waterfree system, you are helping the environment to conserve an average of 40,000 gallons of fresh water per urinal, per year.

www.falconwaterfree.com

Save HOT Water

Change in Tire Making Process Saves Energy

Using Nitrogen Gas for Curing Tires Is No Laughing Matter



Conversion from Hot Water to Nitrogen for Truck and Bus Tire Curing

The Bridgestone Firestone North American Tire, LLC - LaVergne Plant (BFNT-LV) located in LaVergne, Tennessee makes tires for passenger vehicles, trucks and busses. The LaVergne plant is:

- **ISO 14001 certified**, (First U.S. tire plant to achieve this certification)
- **EPA National Environmental Performance Track member**,
- **Pledge level in the Tennessee Pollution Prevention Partnership**, (a program of the Tennessee Department of Environment and Conservation)

Process Overview:

The original LaVergne tire plant was built in the early 1970's, when the tire curing process used hot water and steam to heat and expand a bladder which pressed the tires into their molds. Hot water and steam requires a large amount of heat to keep the curing process at the right temperature for vulcanizing, or curing the tires. Using hot nitrogen gas to inflate the bladder requires much less heat input.

Why We Implemented This Program:

The project was initiated to conserve energy. The engineering analysis showed that converting the curing process would provide these key environmental benefits:

- **Electricity Consumption Reduced** by eliminating hot water pumps. This will save approximately 4,980,000 kwh/yr, the equivalent usage of over 550 houses per year (based on an average usage of 9,000 kwh/yr/home).
- **Boiler Fuel Consumption Reduced** by minimizing steam load. This will save approximately 182,600 mcf/yr of natural gas.
- **NOx Emissions Reduced**: this will save approximately 4 tons per year.
- **CO2 Emissions Reduced**: this will save approximately 9,800 tons per year.

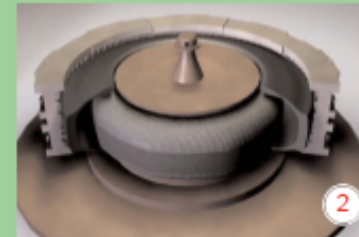
Cost of Implementation and Return on Investment:

The total capital investment cost for this project was approximately \$1,200,000 which will yield a total annual savings of \$2,900,000. The project was started in January 2005 with the last press converted in November 2006. This project was featured in the December 1, 2006 issue of the Tennessee Department of Environment and Conservation's P2 Alert newsletter.

Tire Curing



Tires are cured by placing an unured (green) tire into a tire mold.



A rubber bladder inside the mold expands, forcing the unured tire against the mold.



The tread pattern and lettering on the sidewall of the tire are created.



The mold is heated with steam in order to provide the heat necessary to cure the tire.

Why: More LOCAL is More BETTER

- **‘Sausage Making’ v. Making Sausage**
- **Face to Face v. Travel Budgets**
- **We Trust our Lineman more than a Line from *‘the Man’***



Wilson Freedom Wildlife Habitat
Over 2,000 Scouting Merit Badges

**Warren: Bridgestone Environmental
Education Classroom & Habitat BEECH**
Open Sept 16, 2008 >5,000 students already



***“ Great Outdoors help Great Educators
Build Great Minds”*** CEO Mark Emkes August 2007