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Firestone Industrial Products Company to Rebrand as Firestone Airide

- Firestone rebrand creates a unified identity to capture the breadth, depth and innovation across its air spring portfolio and customers.
- As one of the largest suppliers of air springs to the electric vehicle industry, the brand direction aligns with Firestone’s partners and their sustainability goals, including applications on some of the best-selling electric cars and SUVs.
- Firestone Airide embodies the Bridgestone E8 Commitment’s “Energy,” “Efficiency,” “Extension,” “Ecology,” and “Ease” elements.

NASHVILLE, Tenn. (January 5, 2023) — Firestone Industrial Products Company, LLC (FSIP), a subsidiary of Bridgestone Americas, Inc. and the original air spring company, is unveiling its new, more unified brand identity, Firestone Airide, which captures the breadth, depth and innovation across all Firestone business channels (Automotive, Heavy Duty - Commercial and Off-Highway).

Several rebranding options were developed and carefully considered as the successor of Industrial Products. Airide resonated as both representative of Firestone’s legacy and the feeling the technology invokes, either in terms of isolation from vibrations, or leveling, or both. Airide was the first air spring product in the marketplace, patented in 1938, and has been a leader and innovator in the space for more than 80 years. Today, Firestone Airide is one of the largest suppliers of air springs in the truck/trailer, bus and automotive spaces. As one of the largest suppliers of air springs to the electric vehicle industry, the brand direction aligns with Firestone’s partners and their sustainability goals, including applications on some of the best-selling electric cars and SUVs.

“Bridgestone continues to accelerate its journey toward a sustainable solutions company, and Firestone Airide plays a critical role as an enabler of new mobility. We are excited to launch our rebrand, not only as a fitting evolution of our company, but

as a testament to the legacy and value of the Airide name,” said Justin Monaghan, President, Firestone Airide.

Firestone Airide has a global footprint with manufacturing facilities in the U.S., Brazil, Costa Rica, China and Poland and R&D operations in the U.S. and The Netherlands. Firestone Airide has a diverse portfolio of products, significantly in the original equipment space—on everything from light-duty vehicles and large on-highway trucks and buses to off-highway vehicles such as trains, heavy construction and mining equipment, and industrial applications such as conveyor systems. Firestone Airide also has a large aftermarket presence with its Airide Assist (formerly known as Ride-Rite air helper springs) and continues to expand its applications with studies in the medical and scientific spaces.

Firestone Airide embodies the Bridgestone E8 Commitment, primarily “Energy,” “Efficiency,” “Extension,” “Ecology,” and “Ease” elements.

Firestone

AIRIDE

This direction of the new logo focuses on how the product and brand can visually integrate in a meaningful way to build the Airide logotype, keeping within the company’s heritage while maintaining a look that can move it into the future.

To learn more about Firestone Airide, visit <https://www.firestoneairide.com/>.

About Firestone Airide, a division of Firestone Industrial Products Company, LLC:

Firestone Airide, a division of Firestone Industrial Products headquartered in Nashville, Tennessee, drives innovative technology designed to eliminate vibration in global transportation. Firestone has over 80 years of experience designing and manufacturing air springs and related products to eliminate vibration across the automotive, heavy-duty, and off-highway segments and will collaboratively integrate tire and air spring sensing technologies to create a unique value proposition for our partners through performance, comfort, and sustainable solutions.

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