

News Release



Credit First National Association
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Bridgestone Retail Operations and CFNA Launch Rewards Program

- **CFNA enhances its already powerful mobility payment solutions with the launch of myCFNA Rewards; CFNA customers have even more reasons to spend, earn, and save at Bridgestone Retail Operation locations**

CLEVELAND, OH (June 5, 2023) — [Credit First National Association](#) (CFNA), a limited purpose, nationally chartered credit card bank, and Bridgestone Retail Operations (BSRO), which operates the largest network of company-owned automotive service providers in the world including Firestone Complete Auto Care™, Tires Plus™, and Wheelworks™ branded store locations, announces the launch of [myCFNA Rewards](#)¹.

Customers who carry a BSRO-branded CFNA credit card can earn up to 4% back in rewards at BSRO locations. Customers who carry the CFNA Mastercard® can also earn 2% back in rewards on gas and other automotive purchases, and 1% back in rewards on all other purchases where the CFNA Mastercard is accepted in the U.S.

Earlier this year, CFNA announced Mastercard as its exclusive payments network for all BSRO- branded credit cards, both private label and general purpose co-brand, and now CFNA enhances its already powerful credit card solutions for today's mobility needs with the launch of myCFNA Rewards.

"CFNA customers have even more reasons to spend, earn, and save at BSRO's nearly 2,200 tire and vehicle service centers across the United States," says **Adam Pizzurro**,

¹ See [Rewards Program Terms](#) for details. myCFNA Rewards is operated and funded by the credit division of Bridgestone Retail Operations, LLC. This card is issued by CFNA pursuant to a license by Mastercard International. Mastercard, the circles design, and tap & go are trademarks of Mastercard International. The Contactless Indicator mark, consisting of four graduating arcs, is a trademark owned by and used with permission of EMVCo, LLC. @Mastercard is a registered trademark of Mastercard International Incorporated

Director, Sales, Marketing & New Product Development. “myCFNA Rewards allows cardholders to earn points for every dollar they spend, making caring for their vehicle simple and even more rewarding.”

Using myCFNA Rewards is streamlined and paperless. For every 1,000 points earned, cardholders will receive a \$10 reward off a future purchase at a BSRO location. There are no coupons to print or codes to scan; the reward will automatically be applied as a statement credit after the cardholder’s next qualifying purchase at a BSRO location.

CFNA’s suite of products and services, including promotional financing and digital capabilities in addition to its robust rewards program, is set to appeal to a multi-generational audience, provide innovative frictionless customer experiences, and drive higher traffic volume to BSRO locations.

CFNA’s alliance with Mastercard also means its BSRO-branded credit cardholders will experience the security and convenience of Mastercard’s network with every transaction. Additionally, co-Branded credit cardholders will be able to enjoy additional rewards and perks including complimentary 24/7 airport concierge service, detection and protection against identity theft, access to Mastercard Priceless® Experiences, and more.

About Credit First National Association (CFNA):

CFNA is a private label credit card bank and the consumer credit division of Bridgestone Americas, delivering trusted and powerful payment solutions to meet the dynamics of business and daily life. CFNA provides the consumer credit solution for the Firestone Complete Auto Care, Tires Plus, and Wheel Works brands, in addition to customized retail credit services for other tire and automotive retailers— more than 8,000 merchants nationwide. With competitive interest rates, generous credit limits, and promotional financing, CFNA’s 4.6 million cardholders enjoy greater purchasing power and financial peace of mind.

About Mastercard:

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.