

Bridgestone Now Accepts Nominations for Prestigious Bridgestone Canadian Truck Hero Award

MISSISSAUGA, Ontario (May 27, 2009) – Each day, heroic acts randomly performed by truck drivers go unnoticed. Bridgestone Canada Inc. (BSCA), the company that began formally recognizing highway heroes in 1956, is now accepting nominations from the trucking community and public for its prestigious Bridgestone Canadian Truck Hero Award.

“We are looking for stories of truck drivers from across the country who have gone beyond the call of duty to lend a hand to someone in need on the road,” said Jim West, General manager, Commercial Products, Bridgestone Bandag Tire Solutions, a division of BSCA. “All acts, no matter how big or small, are significant. It’s important to recognize these individuals. Not only do they help keep our highways safe, but they inspire others to do the same, on and off the roads.”

The recipient of the national award will receive a cheque for \$3,000, specially-commissioned trophy and two-day, all expense-paid trip for two to the award ceremony in November held in Toronto in conjunction with the annual meeting of the Ontario Trucking Association. BSCA will also make a \$3,000 donation to the recipient’s charity of choice. The employer of the award recipient, along with a guest, will also receive an all expense-paid trip to attend the award ceremony.

To nominate a professional truck driver who operates a truck with 14 wheels or more that has demonstrated courage, quick thinking and integrity in the face of an emergency, visit www.truckhero.ca.

About Bridgestone Canada Inc.:

Bridgestone Canada Inc. (BSCA) is a member of Bridgestone Americas Tire Operations (BATO) and a direct subsidiary of Bridgestone Americas, Inc. (BSAM), whose parent company, Bridgestone Corporation, is the world’s largest tire and rubber company. BSCA and BATO develop, manufacture and market Bridgestone, Firestone and associate brand tires. They are focused on retail, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, agricultural and other tires to their customers in Canada and the United States, respectively. In addition, through the Bridgestone Bandag Tire Solutions Canada unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

About the Bridgestone Canadian Truck Hero Award:

The award originates in 1956 as the Dayton Canadian Truck Hero Award better known today as the Bridgestone Canadian Truck Hero Award. The recipient, who must be a full-time truck driver of Canadian citizenship who operates a truck with 14 wheels or more, is selected from among nominations submitted by Canadian companies or members of the public who witnessed or were involved in an incident. All nominations are required to include a police statement corroborating the nominated driver’s actions. The award is given to a truck driver who demonstrates courage, quick thinking and integrity in the face of an emergency.