

Firestone

World's Number 1
Air Spring.



FIRESTONE INDUSTRIAL PRODUCTS COMPANY

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Media Center ● 250 W. 96th Street ● Indianapolis, IN 46260 ● 877.201.2373

NEW STEP-BY-STEP PRODUCT INSTALLATION VIDEOS AVAILABLE AT WWW.RITE-RITE.COM

Ride-Rite™ Air Helper Springs, Digital Air Command™ Installs Demonstrated

INDIANAPOLIS (USA) (November 2, 2009) – Firestone Industrial Products Company, LLC has developed new installation videos to show step-by-step instructions to outfit a pickup truck with one of the company's popular no-drill Ride-Rite™ air helper spring kits or their Digital Air Command™ I air accessory system.

The Ride-Rite system features double-convoluted air springs that mount between the vehicle's frame and axle to offer added load support, vehicle leveling and improved ride comfort. Because of Firestone's no-drill design, the air helper spring kits utilize the vehicle's factory holes for an easy installation. To view the 8-minute installation video, simply log on to www.rite-rite.com and click on the "Tech Support" section in the left-hand column.

Digital Air Command I is designed to provide an instant air source for all Firestone air helper spring kits and features an electronic control that allows users to adjust air pressure at the push of a button from inside the vehicle. The system comes with a digital gauge, a standard duty air compressor, valve block, and necessary tubing and fittings. The Digital Air Command I install video lasts about 10 minutes.



"Both our no-drill Ride-Rite air helper spring kits and Digital Air Command I accessory systems come complete with everything needed for installation, which typically takes between one and two hours," said Todd Green, regional sales manager, Firestone Industrial Products, Ride-Rite division. "The goal of these new videos is to show our customers how easy the installations are and help them feel comfortable following the simple steps that are demonstrated by Firestone's tech team."

Although the new Firestone videos are representative of a typical product install, purchasers should review the installation instructions that are included in the Ride-Rite kit or air accessory system box prior to installation. Each vehicle has different mounting instructions and tool requirements.

Ride-Rite load carrying capacities vary between 3,000 and 5,000 lbs. per set. (Note: Air springs do not increase the load-carrying capacity of the vehicle. Do not exceed the vehicle's recommended Gross Vehicle Weight Rating [GVWR]).

Firestone's Complete Suspension Solutions – including Ride-Rite, Sport-Rite™, Coil-Rite™ and Level-Rite™ air helper springs as well as their complete line of air accessory systems – have become synonymous with quality, durability and outstanding customer support.

For more information, visit www.rite-rite.com.

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About Firestone Industrial Products Company, LLC:

Firestone Industrial Products Company, LLC, a subsidiary of Firestone Diversified Products, LLC, specializes in air spring manufacturing and technology with a history of more than 70 years of research and development of technologically advanced air springs for the global marketplace. With headquarters in Indianapolis, Ind., and quality-certified manufacturing/assembly plants and technical centers throughout North America, South America, Europe and Asia, the company produces suspension products for commercial trucks & trailers, cars, sport utility vehicles, light trucks, minivans, vans and motor homes. Firestone facilities are ISO-14001, ISO-9001 and TS-16949 Certified.

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