



# FIRESTONE RECALL

## Consumer Information Booklet

*Firestone has extended the voluntary recall providing for the replacement of certain Steel Belted Radial 500 and Firestone TPC passenger car tires originally announced in November, 1978. This booklet has been prepared to inform you of the details of this program.*

#### WHO IS ELIGIBLE TO RECEIVE REPLACEMENT TIRES?

If you have, on your vehicle or in your possession, tires that are on the following list and you are using (or have used) them regularly on your own vehicle, you are eligible to present such tires for replacement under this recall. To obtain replacement, you must surrender your tires to a Firestone dealer or store. Tires presented by tire manufacturers, retreaders, dealers or persons who sell used or scrap tires are not eligible to present tires for replacement under this recall.

#### WHICH TIRES ARE ELIGIBLE FOR REPLACEMENT?

You are entitled to free replacement (including free mounting and balancing) of your tires if they are on the list below, and you purchased them new on or after June 1, 1977, as original equipment on a new vehicle or as replacements.

If you purchased the tires before June 1, 1977, and they have more than 2/32nds of an inch of tread design depth remaining, you are entitled to replacement of your tires (if their serial numbers appear on the list below) at half price or at a price prorated on the percent of tread worn off—whichever is to your advantage.

There will be no charge for mounting and balancing these replacement tires.

Tires not on the list below, or that have been retreaded or previously adjusted (evidenced by intentional mutilation) or previously scrapped are not eligible.

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*Firestone has initiated a voluntary recall that provides for the free replacement of certain Steel Belted Radial 500 and Firestone TPC passenger car tires. Firestone is also offering to owners and users of certain other 500 and TPC tires a special half-price replacement program. This booklet has been prepared in cooperation with The National Highway Traffic Safety Administration (NHTSA) to inform you of the details of these programs.*

## WHO IS ELIGIBLE TO RECEIVE REPLACEMENT TIRES?

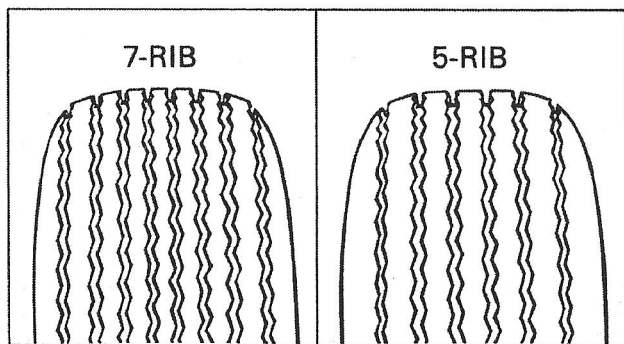
You are eligible to present tires for replacement under both the free and the half-price programs, if you purchased the tire new, either as original equipment or as a replacement tire, or became a subsequent owner of the tire and are using or have used the tire regularly on your own vehicle. If you purchased a used vehicle equipped with eligible tires you may still present them for replacement. In all cases, you must have the tire either on your vehicle or in your possession, and must surrender the tire in order to receive a replacement. Tires must be taken to a Firestone Dealer or Store for replacement. Tires presented by manufacturers, retreaders of tires, tire dealers and persons engaged in the sale of used or scrap tires are not eligible for replacement.

## WHAT TIRES ARE ELIGIBLE FOR REPLACEMENT?

Firestone will replace, *free of charge* — including mounting and balancing—any of the following tires:

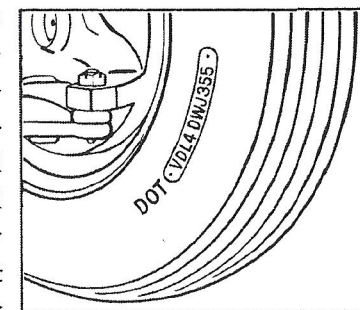
1. Firestone Steel Belted Radial 500 tires, with a five-rib tread pattern, that were sold for the first time on or after September 1, 1975, and manufactured in the United States or Canada prior to January 1, 1977.
2. Firestone Steel Belted Radial 500 tires and Firestone TPC Radials, with a seven-rib tread pattern, that were sold for the first time on or after September 1, 1975, and manufactured in the United States or Canada prior to May 1, 1976.

Firestone will also exchange any 5-rib or 7-rib Steel Belted Radial 500 tire or Firestone TPC tire manufactured and purchased for the first time prior to September 1, 1975, for *one-half* the regular retail price, including mounting and balancing at no additional charge.



## HOW CAN I IDENTIFY A RECALLED TIRE?

First, compare your tires' tread pattern with the pictures shown. Are they five-rib tires or seven-rib tires? Next, determine when the tire was made by checking the DOT number on the tire sidewall (on the inside sidewall of whitewall tires). This picture will help you identify the DOT numbers on your tires. The last three digits of the DOT number identify the week and year of manufacture. For example, 355 translates as the thirty-fifth week of 1975.



The following tires are eligible for free replacement without proof of the purchase date unless the conditions warranting exclusion specified under "What Conditions Warrant Exclusions" below are present:

(a) Steel Belted Radial 500 (5-rib) tires with serial numbers ending in the following digits:

355 365 375 385 395 405 415 425 435 445 455 465  
 475 485 495 505 515 525 016 026 036 046 056 066  
 076 086 096 106 116 126 136 146 156 166 176 186  
 196 206 216 226 236 246 256 266 276 286 296 306  
 316 326 336 346 356 366 376 386 396 406 416 426  
 436 446 456 466 476 486 496 506 516 526

(b) Steel Belted Radial 500 (7-rib) tires and Firestone TPC tires with serial numbers ending in the following digits:

355 365 375 385 395 405 415 425 435 445 455 465  
 475 485 495 505 515 525 016 026 036 046 056 066  
 076 086 096 106 116 126 136 146 156 166 176

(c) 5-rib and 7-rib Steel Belted Radial 500 tires (replacement tires) that were manufactured from March 1, 1975, through August 31, 1975, and which are not mounted on 1975 model vehicles. These tires will have serial numbers ending with the following digits:

095 105 115 125 135 145 155 165 175 185 195 205 215  
 225 235 245 255 265 275 285 295 305 315 325 335 345

If mounted on a 1975 vehicle, proof of purchase of the vehicle or of the tires after September 1, 1975, is required.

All Steel Belted Radial 500 tires and Firestone TPC tires which are presented with proof that they were purchased new after September 1, 1975, are also eligible for free replacement, if their DOT numbers indicate manufacture before May 1, 1976, (final digits 176) in the case of 7-rib 500's and TPC tires, or before January 1, 1977, (digits 526) in the case of 5-rib 500's such tires may have numbers indicating manufacture in 1972, 1973, 1974 or early 1975, for example, and if none of the conditions described below warranting exclusion are present.

### WHAT WILL BE SATISFACTORY PROOF OF THE PURCHASE DATE?

If you purchased a new vehicle after September 1, 1975, equipped with Firestone tires eligible for free replacement, or are registered as purchasing such tires as replacement tires on or after September 1, 1975, you should receive notification from Firestone by mail as to their eligibility.

Your proof of the purchase date for replacement tires, if required, shall be either your recall notification letter, new tire invoice, or other satisfactory evidence of the tire's purchase date. Proof of purchase for original equipment tires, if required, will be your recall notification letter from Firestone, new vehicle invoice, photocopy of the vehicle title, or other satisfactory evidence of the date the vehicle was purchased new.

In those instances where the recall notification letter from Firestone is used as the proof of the purchase date, only the original, two-color, notification letter can be accepted. *Copies of notification letters are not acceptable.*

If proof of purchase is required, your original proof of purchase (other than vehicle title) is to be surrendered when you receive your replacement tires.

### WHAT CONDITIONS WARRANT EXCLUSION?

Even though your tire(s) may otherwise be qualified for free or half-price replacement, no tire is eligible for replacement which has previously been retreaded, adjusted (as may be evidenced by intentional

bead cut, sidewall slash, serial number removal), or scrapped (which may be evidenced by *severe* weather checking, *extreme* discoloration, water or mud filled condition, or evidence of burning) or which is not in your possession and presented for replacement as described above. In order to complete the replacement program fully and fairly to consumers and Firestone as agreed upon by the NHTSA and Firestone, extreme care will be exercised by Dealers and Stores in determining whether a tire is scrapped.

Your tire(s) may be inspected for treadwear when presented for replacement. Tires which fail to meet the NHTSA inspection standard for treadwear as follows shall be treated as provided below. Failure to meet the NHTSA standard is determined in the following way:

(a) **Tread depth.** The tread on each tire shall be not less than two thirty-seconds of an inch deep.

1. **Inspection procedure.** Passenger car tires have tread depth indicators that become exposed when tread depth is less than two thirty-seconds of an inch. Inspect for indicators in any two adjacent major grooves at three locations spaced approximately equally around the outside of the tire. *In order for a tire to be considered worn out the measurement must be two thirty-seconds or less at each of these three locations.*

Tires otherwise eligible which have less than two thirty-seconds tread depth remaining when measured in accordance with the NHTSA standard described above shall be eligible for replacement under the free replacement program (but not the half-price program) if they are currently in use on your vehicle and if they are presented for replacement by you or your authorized representative (e.g., wife, daughter, son, employee, etc.).

Because of the possibility that some worn out tires may be mounted on vehicles for the sole purpose of obtaining free replacements, the replacing Dealer or Store will check carefully to ensure that the individual presenting such tires is the actual owner/purchaser or his authorized representative. If you are presenting worn out tires for replacement, he will request to see the registration of the vehicle and your identification. If a person other than the owner of the vehicle presents the tires, written authorization from the owner of the vehicle requesting replacement will be requested.

## WHAT TIRES WILL I RECEIVE AS REPLACEMENTS?

You will have a choice from among 721, TPC or comparable Firestone radial tires. If your choice is not available when you first present your tires, you may select from available tires or elect to wait until your choice is available. You may also select a lower priced radial or non-radial tire as the replacement tire. Because of the hazard of mixing non-radial tires with radial tires on the same vehicle, non-radial tires by be selected for replacement only if all radial tires on your vehicle are eligible for replacement, or if you elect to replace the non-eligible radial tires for non-radials at your own cost. Snow tires are not authorized as replacements.

If a lower priced tire is selected as the replacement tire under the free or half-price program, you will not be entitled to any cash rebate or other compensation for the price differential. If you select a lower priced tire, you may be requested to sign a statement authorizing the replacement. If a lower price tire is selected under the one-half price program, you will pay 50% of the price of the tire you select and 50% the applicable Federal Excise Tax.

## HOW SOON MUST I BRING MY TIRES IN FOR REPLACEMENT?

In accordance with applicable law, in order to be eligible for free replacement, you must request replacement within 60 days after you receive your notification letter. If you do not receive a notification letter, request for free replacement must be made by April 1, 1980. In the event a replacement tire is not available at the time you initially present your tire for replacement, you will have 60 days to come in and replace the tire after you receive notification that the replacement tire is available. Because of the 60 day requirement, you should carefully note the date you first present your tires and the date you are advised that your replacement tire is available.

If you do not request replacement within the 60 day period, or effect replacement after notification of availability within 60 days, the replacement will thereafter be made on a pro-rata treadwear basis with a normal charge for mounting and balancing.

You will only be able to obtain replacement tires under the one-half price program if you request such replacement by March 1, 1979, and

effect the replacement within 60 days after being notified that the replacement tire is available. After these time periods, replacement will be made on a pro-rata treadwear basis with the normal charge for mounting and balancing.

## WHAT IF A TIRE IS NOT AVAILABLE FOR ME WHEN I REQUEST REPLACEMENT?

If inspection reveals replaceable tires but the Dealer or Store is out of the comparable replacement tire, you will be given a "raincheck" and will be phoned when the replacement tire is received. The Dealer or Store will record your name and telephone number and the date the raincheck was issued. **Important:** *You should retain any required documents and the tire until you are notified that a replacement tire is available.* In order to obtain the replacement tire, you will need to present any required proof of purchase as well as the raincheck and the tire to be replaced. Tires that are eligible for replacement at the time the raincheck is issued but that may subsequently be worn down below the NHTSA treadwear standard or removed from the vehicle will continue to be eligible for replacement.

## WILL I HAVE TO WAIT LONG FOR MY REPLACEMENT TIRES?

Because of the magnitude of this recall, some delays are bound to occur. Firestone will do its best to take the measures that are necessary to bring about an orderly exchange program. While it is expected that replacement tires will be available within a reasonable time after you contact the Store or Dealer, or after you receive your notification letter, some delays may occur due to local inventory shortages.

In view of the large number of tires involved, it may take a year or more to complete the recall.

Until we can replace your tires, proper inflation and tire maintenance procedures should be followed. We also recommend that you examine your tires looking for signs of bulges, deep cracks, tread distortions or other unusual conditions. If any of these are found, you should go to your Store or Dealer for a further examination of your tires. Dealers and Stores have been instructed that first priority must be

given to those customers whose tires on their vehicle evidence an adjustable condition or are in any other way unserviceable.

### SUPPOSE I'VE ALREADY HAD MY TIRES ADJUSTED OR REPLACED?

Firestone is providing a full cash refund to everyone who previously owned tires that are now eligible for free replacement, and who had them adjusted before this recall was announced.

To qualify for the refund, you'll have to show proof that the adjusted tires met the eligibility requirements, and you'll need a sales slip showing the amount you paid for the replacement tires, including mounting and balancing. Applications must be mailed by March 1, 1979, to be eligible or within 60 days of the receipt of your mailed notification letter, whichever is the later date. All refunds will come direct from Firestone headquarters in Akron. But you can pick up information and applications for refunds at any Firestone Dealer or Store. Processing these refunds may take some time so we suggest that you wait 90 days after application until you make further inquiry.

### ASSURANCE OF CUSTOMER SATISFACTION

Firestone has established extensive procedures to assure that all customers receive the benefits to which they are entitled. As a part of these procedures, each replacement transaction will be confirmed directly to the customer by Firestone. We will appreciate your prompt attention to our confirmation letter.

### WHAT SHOULD I DO IF I NEED ADDITIONAL INFORMATION OR HAVE A COMPLAINT?

If you are unable to make satisfactory contact with a Firestone Dealer or Store, have a question that cannot be answered by this Booklet or our Dealer or Store personnel, or have a complaint related to the recall, please call our Director of Consumer Affairs, Mr. Jack B. Scarcliff, toll free at 800-321-9368 (Ohio residents call Station-to-Station collect at 216-379-7085). You may also submit any complaint to the Administrator, National Highway Traffic Safety Administration, Washington, D.C. 20590.

The Firestone Tire & Rubber Company Akron, Ohio 44317

	TIRE SIZE	FIRST TWO CHARACTERS	TIRE SERIAL NUMBERS	
			WITH	LAST THREE DIGITS
1. Steel Belted Radial 500 (5 rib)				
	BR70-13	VD		017 thru 267
	GR70-15	VD		017 thru 228
2. Steel Belted Radial 500 (7 rib)				
	BR70-13	VD		017 thru 177
	BR78-13	VC		186 thru 436
		VD		186 thru 486
		VK		266 thru 057
		VL		366 thru 476
	195/70R13	VC		186 thru 436
		VK		186 thru 097
	CR70-13	VC		186 thru 436
	CR78-14	VC		186 thru 436
		VL		186 thru 097
		WH (Swedish production)		266 thru 097
	DR78-14	VD		186 thru 436
		VL		446 thru 107
		WH (Swedish production)		186 thru 177
		W2		186 thru 436
	ER78-14	VD		186 thru 436
		VJ		186 thru 436
		W2		186 thru 356
	FR78-14	VJ		186 thru 097
		W2		186 thru 436
	GR78-14	VK		186 thru 436
		W2		186 thru 436
	HR78-14	VC		186 thru 526
		VD		186 thru 436
		W2		186 thru 436
	JR78-14	VD		186 thru 436
	GR78-15	VD		186 thru 057
		VN		186 thru 466
		W2		186 thru 526