

For Immediate Release
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New Dayton™ Commercial Truck Tires Campaign Kicks Off at MATS Bridgestone Commercial Group reinvigorates brand; inaugurates Tires for Truckers™

NASHVILLE, Tenn. (March 18, 2015) – [Bridgestone Commercial](#), a division of Bridgestone Americas Tire Operations, will officially launch its newly refreshed Dayton™ commercial truck tires brand at the Mid America Trucking Show (MATS) in Louisville, KY next week. The brand refresh coincides with a new marketing campaign entitled Tires for Truckers™. A new website and the introduction of eight new Dayton patterns, which doubled the product coverage of the former lineup, launched in January.

“The campaign captures the spirit of commitment and determination exhibited by today’s truckers. They have a job to get done and deadlines to meet. They don’t have time for down time because if they aren’t moving, they aren’t earning,” said Matt Loos, Director of Truck & Bus Marketing, Bridgestone Commercial. “Our campaign, Tires for Truckers, gets to the heart of what we provide to these hard working individuals – affordable tires that keep them moving.”

In addition to the new website, the Dayton campaign includes national advertising in trucking trades and corresponding digital properties, satellite and FM radio, and an outdoor program. Dayton billboards can be found in select markets across the country along highways heavily traveled by truckers.

The brand refresh and commitment to today’s trucker will be celebrated with a fun and memorable activation at MATS. Dayton will host a buffalo wing eating contest at the show Friday, March 27 with a set of 10 Dayton commercial truck tires awarded to the winner. A consolation bag of prizes valued at more than \$700, including a \$500 truck stop gift card and \$275 Speedco gift card, will be awarded to each of the runners up.

The wing eating contest is just one of several Dayton events planned over the three days of MATS.

To learn more about the new Dayton lineup, product availability in your area, or the Dayton activities scheduled at MATS, visit www.daytontrucktires.com.

About Bridgestone Americas Tire Operations:

Nashville, Tenn.-based Bridgestone Americas Tire Operations (BATO) is a business unit of Bridgestone Americas, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. Reporting into the BATO business unit are the company's Latin American tire operations; the U.S. and Canadian consumer tire businesses; the U.S. and Canadian commercial tire businesses; and Bridgestone Retail Operations, LLC, which operates the largest network of company-owned automotive service providers in the world. BATO develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The business unit is focused on retail, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, motorcycle, agricultural and other tires to its customers in the Americas. In addition, through its Bandag brand, Bandag retreading dealers have access to industry-leading retreading research and development, manufacturing, marketing and sales expertise... This combination of new and retread product offering provides customers with total tire solutions.

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