

For Immediate Release

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## Bridgestone Adds Three New Products to Firestone Classics Long-Haul Tire Line



- **Bridgestone has announced three new additions to the Firestone Classics family of long-haul tires: the FS509, FD609, and the FT409.**
- **These new products combine dependable value with long-lasting treadwear and mileage, as well as casing durability and retreadability.**
- **The new Firestone Classics line of long-haul tires align with the “Economy” and “Efficiency” values of the Bridgestone E8 Commitment.**

**NASHVILLE, Tenn. (July 14, 2022)** - [Bridgestone Americas](#) (Bridgestone) has introduced a new line of long-haul tires into the Firestone Classics tire line. The Firestone FS509 (steer radial), FD609 (drive radial), and FT409 (trailer radial) tires each build on a long legacy of dependable value by combining proven tread designs with Bridgestone-engineered casings to provide fleets with long-lasting treadwear and mileage, plus the additional benefits of casing durability and retreadability.

“The Firestone Classics product line gives our small and medium fleets access to premium, high quality and retreadable products from an iconic American brand at an affordable price point,” said **Chris Tavares**, executive director, Commercial Truck Group Marketing, Bridgestone Americas. “We are thrilled to be able to expand the Firestone

Classics line of tires that deliver value for our customers and fleets without compromising on performance.”

The Firestone FS509, a steer radial, features the following innovations:

- **Shoulder-wear protector** to help minimize irregular wear at the shoulder ribs for long tread life
- **Stress relief sipes** to fight irregular wear along main ribs by absorbing rib edge stresses in the footprint
- **Continuous shoulder rib** for long, even wear and reduced rolling resistance

The Firestone FD609, a drive radial, features the following innovations:

- **Solid shoulder rib** to distribute weight and torque evenly to fight irregular wear
- **Aggressive center lugs** to help improve traction in wet or dry condition for the life of the tread
- **Tie bars** to control movement of center tread blocks to help minimize irregular wear, leading to longer original tread life
- **Multiple gripping edges** to provide biting edges that help promote wet traction

The Firestone FT 409, a trailer radial, features the following innovations:

- **Straight, flow-through grooves** to promote smooth rib-wear patterns and evacuate water effectively for solid wet traction
- **Fuel efficient tread design**, utilizing shallow trailer-style tread depth and five-rib design to provide long even wear on free-rolling axles while achieving low rolling resistance

All three Firestone Classics products feature an optimized belt package, providing durability and retreadability while delivering reduced weight for improved rolling resistance and improved payload. In addition, these products feature tough sidewall protection with thick ribs on both sidewalls, which fight curbing damage and help protect the casing. Meanwhile, the FT409 trailer radial provides 17% improved rolling resistance when compared to its predecessor<sup>1</sup>, delivering more value mile after mile. All three Firestone Classics products are backed by an industry-leading 90 Day Buy & Try Guarantee<sup>2</sup>.

The Firestone Classics product line aligns with the [Bridgestone E8 Commitment](#), which serves as an axis to drive management while earning the trust of future generations. The Bridgestone E8 Commitment consists of 8 Bridgestone-like values starting with the letter “E” that Bridgestone has committed to implementing together with employees, society, partners and customers to create a sustainable society. The Firestone Classics product line aligns with the “Efficiency” and “Economy” values.

<sup>1</sup> Comparison based on Firestone FT409 tire vs. Firestone FT455+ tire from internal testing. Results may vary depending on proper tire and vehicle maintenance, road conditions and driving habits.

<sup>2</sup> Conditions apply. See <https://commercial.firestone.com/en-us/warranty> for details.

**About Bridgestone Americas, Inc.:**

*Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 50,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.*

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