

For Immediate Release

Contact: Jackie Huser

615-937-4620

huserjacqueline@bfusa.com

Bridgestone Retail Operations Names Scot East 2022 ASE Master Technician of the Year

- **The Texas-based Firestone Complete Auto Care technician has accrued multiple Automotive Service Excellence certifications during his twenty years in the industry.**
- **East was previously named BSRO's 2016 Technician of the Year for the McKinney, Texas area.**
- **ASE Technician of the Year honorees are submitted by their employers based on rigorous criteria including ASE test scores, on-the-job performance and community activities.**

NASHVILLE (December 9, 2022) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), announced today that Scot East is the company's 2022 Automotive Service Excellence (ASE) Master Technician of the Year. East was recently honored at an awards ceremony held by the National Institute for Automotive Service Excellence.

East has worked as a technician at a Bridgestone-owned Firestone Complete Auto Care store in Prosper, Texas, for more than two decades. During that time, he has gained his ASE Master certification as well as his L1 – Advanced Engine Performance Specialist, P2 – Automobile Parts Specialist and X1 – Undercar Specialist Exhaust Systems certifications. He continues to demonstrate a passion for growth and knowledge by attending classes to further his skills, particularly around servicing the next generation of Electric and Hybrid vehicles. East, who followed in his father's footsteps to achieve his ASE Master certification, was also named 2016 Technician of the Year for BSRO's McKinney, Texas Area.

"Scot's work ethic and personal passion is everything we look for in an ASE Master Technician: dedication to growth, respect for others, and a commitment to serving our customers with excellence," said Marko Ibrahim, president, BSRO. "He is not only

a mentor to other teammates but a hero to so many in his community through his important work with the Cystic Fibrosis Foundation. We are honored to recognize Scot's dedication and thank him for elevating our business with everything he does."

ASE Technician of the Year honorees are submitted by their employers based on rigorous criteria including ASE test scores, on-the-job performance and community activities. Each year, BSRO considers teammates from its more than 2,200 retail locations in the U.S. that operate under the brand names Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works. Achieving ASE Technician of the Year recognition is one of the highest honors a technician in the vehicle service industry can receive.

For more Bridgestone company news, visit [BridgestoneAmericas.com](https://www.BridgestoneAmericas.com).

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.

About Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn. and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

###