

**For Immediate Release**

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## **Bridgestone Names its 2024 ASE Master Technician of the Year**

**NASHVILLE (December 5, 2024)** – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#) announced today that Lloyd Kozak is the company's 2024 Automotive Service Excellence (ASE) Master Technician of the Year. Kozak was recently honored at an awards ceremony held by the National Institute for Automotive Service Excellence.

In 2000, Kozak joined BSRO's Firestone Complete Auto Care brand in Carpentersville, Ill., full time seeking a more hands-on role after nine years as a technician and automotive manager with another service provider. Since then, Kozak has achieved the titles of Master Technician in 2022, Advanced Level Specialist in 2023, and all ASE certifications including his L1. In his spare time, Kozak extends his passion for cars into motorsports and organizes charity races and auctions for organizations including the Muscular Dystrophy Association and St Luke's Hospital.

"Lloyd's leadership is undeniable, and his reputation for reliability and expertise are first-rate," said Marko Ibrahim, president, BSRO. "He is a cornerstone of both his community and his store, and I am extremely proud to honor Lloyd as this year's ASE Master Technician award recipient."

"Being named ASE Master Technician of the Year is deeply humbling, and I am proud to accept this honor," said Kozak. "Throughout my 24 years at Firestone Complete Auto Care, I have been fortunate to be part of an incredible team. We constantly learn from, develop and inspire each other, and I am so grateful to be recognized for my contribution."

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 45,000 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.*

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