

BRIDGESTONE DUELER H/P™ TIRES FEATURED ON NISSAN ARMADA "OOH-CUBE" VEHICLE

BRIDGESTONE/FIRESTONE INTRODUCES 20-INCH SIZES TO BRIDGESTONE DUELER H/P™ TIRE LINEUP



Bridgestone tires are being fitted on a specially outfitted 2004 Nissan Armada SUV for a national advertising campaign this spring. Bridgestone Dueler H/P tires in size P275/55R20, paired with 20-inch Diablo Vienna rims.

The Armada OOH-Cube promotion, which targets young, influential, hip, urban consumers, features a customized Nissan Armada encased in glass, with the tagline "Break Glass in Case of Adventure" painted on the outside. The display will visit nine major markets across the United States through April, starting out in New York, then continuing to Los Angeles, Miami, Dallas, Atlanta, Chicago, Washington DC, Philadelphia, Houston and finishing up again in New York. It will spend two weeks in high-visibility areas of each city, ultimately landing at the New York Auto Show in early April. "The Bridgestone Dueler H/P is the perfect accompaniment to the theme of this campaign. It is designed to stand up to the rigors of young adventurers while still delivering performance," said Phil Pacsi, executive director, North American consumer tire brand marketing, BFNT.

"The 20-inch size is a new product for the Bridgestone brand Dueler H/P, and will come to market this spring. A growing number of new mid- and full-sized pickup trucks and SUVs are coming

factory-equipped with 20-inch tires, so adding these sizes is a way for us to satisfy consumer demand for these large diameter tires when customers visit our dealers and stores for replacement tires," Pacsi added.

Designed with Bridgestone's flagship Potenza® S-03 Pole Position™ ultrahigh performance tire in mind, the Dueler H/P brings high performance looks and sporty handling to the pickup and SUV markets. The Dueler H/P is H-speed rated and features exclusive UNI-T AQII™ technology for excellent grip even as the tire wears. Aimed at consumers seeking the most performance from their truck or sport utility vehicle, the Bridgestone Dueler H/P features an aggressive tread pattern and black sidewall lettering with a wide profile for a sporty, yet refined, look.

The Bridgestone Dueler HP™ and Potenza® S-03 Pole Position™ are available in Arizona at:

TIREXCHANGE, INC.
Performance Tires and Wheels
15485 N. 84th Street - Scottsdale AZ 85260
1-800-766-2588 - 480-596-9655 ■

