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Bridgestone Americas Releases Commercial “Teaser,” Enhanced Digital Offerings in Advance of Super Bowl XLVI

Three Bridgestone Americas sweepstakes winners will attend the big game

NASHVILLE, Tenn. (January 25, 2012) – In preparation for its fifth year as an advertiser during the Super Bowl, Bridgestone Americas has expanded its online content, including a “teaser” of two new Super Bowl advertisements, as well as bonus digital offerings from well-known athletes and celebrities who bring to life the brand’s new “Time to Perform” ad campaign.

“Bridgestone Americas was one of the first companies to begin offering highly produced and entertaining teasers ahead of our Super Bowl commercials when we began doing so four years ago,” said Philip Dobbs, Chief Marketing Officer, Bridgestone Americas Tire Operations. “Now it has become standard practice for Super Bowl advertisers to produce really creative and suspenseful teasers. This year’s sneak peek reveals how the Bridgestone brand plans to change the world of sports with its new line of tire technology-infused performance balls (and puck) that were introduced in the first ‘Press Conference’ TV spot of the campaign. Viewers will get the inside scoop on the big-name athletes involved through the revealing behind-the-scenes video. In addition to our teaser, we’re also releasing several digital shorts that offer interviews and outtakes of our sports superstars.”

Building on the brand’s socially active fan base, Bridgestone Americas’ Facebook page serves as the digital epicenter of the new campaign (www.facebook.com/BridgestoneTires). Visitors there will find 3D animated Performance ball (and puck) and tire models that offer an interactive technology demonstration. Additional celebrity videos will be released leading up to the Feb. 5 game, as well as extra online entertainment planned for debut on Super Bowl Sunday. Enhancing the Bridgestone brand’s digital presence leading up to the game were the celebrities featured in the ads, who were active on Twitter throughout the commercial shoot and beyond. The company also has a dedicated YouTube channel where all of the behind-the-scenes videos can be viewed (www.YouTube.com/BridgestoneSuperBowl). Media can download high-resolution video of the teaser ad, as well as photos and other information at www.bridgestoneperformancemediacom.com.

Additionally, the company announced that lucky winners of three separate Bridgestone Americas-sponsored online sweepstakes will attend Super Bowl XLVI at Lucas Oil Stadium in Indianapolis, Ind., on February 5, 2012. One sweepstakes was run for the general public through Bridgestone Americas’ Facebook site, and two separate sweepstakes were held internally for Bridgestone Americas’ U.S.-based teammates and dealers.

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 Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

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