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Norcross Native Named Grand Prize Winner in Bridgestone Americas Teens Drive Smart Video Contest

Nearly 18,000 online votes helped determine incoming Georgia Tech freshman's first place finish

NASHVILLE, Tenn. (Aug. 1, 2012) — Param Bodiwala, an incoming freshman at Georgia Tech, has been named the grand prize winner in the Bridgestone Americas Teens Drive Smart Video Contest. Bodiwala will receive a \$25,000 college scholarship and his video will air on the MTV Jumbotron in Times Square in New York City during the month of August.

Bodiwala's video was chosen to compete against nine other contestants in the public voting portion of the national scholarship competition. The contest challenges 16-to 21-year old students to create short videos about safe driving and ways to make better decisions behind the wheel. Bodiwala's video was one of 2,322 entries received by Bridgestone Americas.

Bodiwala decided to use a simple message with two different meanings in his video "A Reciprocal for Teen Drivers." His video, along with the other winners and finalists, can be viewed online at www.teensdrivesmart.com.

"Texting is so ingrained in my generation that many of them don't think about the consequences of texting and driving. My video reverses the negative perception society has of teen driving, while keeping the message clear for teen drivers," said Bodiwala.

"We loved this year's winning videos, and it was a fierce battle for the top three spots," said Angela Patterson, Manager, Teens Drive Smart Program, Bridgestone Americas. "But more importantly, we're proud of these teens for their hard work and dedication to making the roads safer for all of us."

In addition to the \$25,000 college scholarship, his video on the MTV Jumbotron and a new set of Bridgestone tires, Bodiwala has a chance to have his video used as a public service announcement (PSA) on television stations across the United States.

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About Bridgestone Americas, Inc.:

Nashville, Tenn.-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

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