

**BRIDGESTONE AMERICAS, INC.**

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## **Bridgestone Americas Launches Fourth Annual Safety Scholars Video Contest At Chicago Auto Show**

As participation continues to rise, contest shows teens remain passionate about spreading safe driving message to peers

**CHICAGO, III. (Feb. 10, 2010)** — Bridgestone Americas (BSA) today announced the launch of its fourth annual Safety Scholars Video Contest at the Chicago Auto Show. The company based its decision to continue the contest on both the remarkable success of the program and the company's ongoing commitment to driver safety education for teens.

The contest, part of BSA's overall teen safety initiatives, offers a unique opportunity to engage young drivers in the process of educating others about how to stay safe behind the wheel, both as a driver and a passenger. Entrants create a short video that addresses the topic of automotive safety to encourage their peers to make better decisions — and ultimately make the roads safer for everyone.

In addition to receiving a \$5,000 college scholarship and a free set of tires, each Safety Scholars winner has the chance to have his or her video used as a public service announcement (PSA) on television stations across the country. In 2009, Safety Scholars videos that were included in this PSA campaign aired more than 9,500 times, resulting in more than 61 million audience impressions.

"The talent of these student video producers is truly extraordinary, and we're gratified that so many television stations across the United States have agreed to air their videos as public service announcements," said Dan MacDonald, Executive Director, Communications, BSA. "The program empowers students to make a difference by using their talents to educate their peers about important driver safety issues such as the danger of texting and driving, not using a seat belt, and drinking and driving."

The 2009 Safety Scholars winners were invited to the Chicago Auto Show to present their videos to a group of automotive journalists and enthusiasts from around the country. Christopher Baugh, Eric Dachman, Daniel Erb, Juliana Hinojosa and Zach

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King utilized personal testimonies, dramatic narratives, humor and other creative formats to deliver powerful messages about auto safety.

“Safety education is a priority for us,” said Christine Karbowski, Executive Vice President, Community and Corporate Relations, BSA. “Car crashes claim the lives of more 16- to 21-year-olds than any other cause. As a company, we want to do whatever we can to change that frightening statistic. We’re proud of our comprehensive program of teen safe driving initiatives, and Safety Scholars is a key part of it.”

### **2010 Contest Details:**

- Videos must be 25 or 55 seconds in length.
- Entrants can now submit their videos through July 1 at [safetyscholars.com](http://safetyscholars.com).
- A panel of judges will select 10 finalists based on the following criteria: how well the video compels viewers to be more safety-conscious when using their vehicles, and how well the video effectively and creatively communicates its message.
- The 10 finalist videos will be posted on [safetyscholars.com](http://safetyscholars.com) in addition to [YouTube](http://YouTube), [MySpace](http://MySpace) and [Facebook](http://Facebook) on July 15. The general public will then select grand prize winners through online voting at [safetyscholars.com](http://safetyscholars.com).
- Official rules with complete entry, eligibility and prize details are available on [safetyscholars.com](http://safetyscholars.com).

### **The Results:**

Votes will be tallied and grand prize-winning videos will be announced on Aug. 17 at [safetyscholars.com](http://safetyscholars.com).

In addition to Safety Scholars, Bridgestone Americas has invested in a number of innovative driving and tire safety education initiatives specifically targeted at young drivers. The Bridgestone brand serves as presenting national sponsor of Driver’s Edge, a hands-on safe driving course that’s offered free of charge to teens in select U.S. cities. Bridgestone Americas has also aired a series of tire safety public service announcements featuring Mario Andretti, legendary racer and Firestone spokesman. The company has also created an innovative, interactive Web site — [www.thinkbeforeyoudrive.org](http://www.thinkbeforeyoudrive.org) — to provide online resources to young drivers to help them become better, safer drivers.

### **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.*

Please visit [www.safetyscholars.com](http://www.safetyscholars.com) for more information. For broadcast-quality logos, digital photos and/or video, please visit [www.bridgestoneamericasmedia.com](http://www.bridgestoneamericasmedia.com).

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