

WHY WE ARE REPLACING 13 MILLION FIRESTONE TIRES.

Ford Motor Company is replacing all Firestone Wilderness AT tires
on any Ford Motor Company vehicle.

This action is a precautionary measure. Our analysis of real-world data, information from the federal government and lab testing indicate that some of the Firestone Wilderness AT tires not covered by last year's recall could, at some time in the future, experience increased failure rates. Many of the Firestone Wilderness AT tires on the road today appear to perform substantially better than the tires recalled last year; however, we believe it is necessary to take the precautionary measure of replacing all Firestone Wilderness AT tires on our customers' vehicles. Ford Motor Company is working with other tire manufacturers to quickly expand the supply of tires. This work includes suspending production of certain Ford vehicles to make more tires available for the replacement effort and identifying tires from other manufacturers that can be used as replacements.

Here's what we're asking you to do:

1

Determine if your vehicle is affected.

Before you do anything else, check the tires that are now on your vehicle. All Firestone Wilderness AT tires should be replaced over the coming months. Some portion of each of the 1991-2002 model year vehicles listed below were equipped with Firestone Wilderness AT tires.

Ford Ranger
Ford F-150
Ford Expedition
Ford Explorer (including Sport and Sport Trac)
Ford Bronco
Mercury Mountaineer
Mazda B-Series
Mazda Navajo



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If your vehicle is affected, get your tires replaced.

As this program is our own initiative, Ford Motor Company will replace your Firestone Wilderness AT tires or reimburse you, no matter which retailer you go to. Here's how it works:

- 1. For older Firestone Wilderness AT tires** (over 3 years) contact your Ford, Mercury or Mazda Dealership and have your tires replaced. If your Firestone Wilderness AT tires are replaced elsewhere (at your local tire retailer, for example) Ford Motor Company will reimburse you up to \$110 per tire for 15" replacement tires and \$130 per tire for 16" and 17" replacement tires. Simply take the replaced tires and the original receipt for your new tires to any Ford, Mercury or Mazda Dealership for reimbursement.
- 2. For newer Firestone Wilderness AT tires** (under 3 years), you'll receive a letter soon detailing when and where replacement tires will be available. Until then, follow basic tire safety practices: Maintain proper tire pressure and, as always, observe posted speeds.
- 3. If you replaced your Firestone Wilderness AT tires before May 22, 2001**, Ford Motor Company will reimburse you. This includes all Firestone Wilderness AT tires replaced between August 1, 2000 and May 22, 2001. Go to www.ford.com or call **(866) 300-1226** to receive a reimbursement form.

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If you have questions, contact us.

If we can be of further assistance, call us toll-free 24 hours a day, 7 days a week at **(866) 300-1226**, or e-mail us at tireinquiry@ford.com. For the latest information, go to www.ford.com. We regret any inconvenience this replacement program may cause you, and we'll be working around the clock with other tire manufacturers to make sure the replacement tires you need are available as soon as possible.

Every decision made by this company is driven by one simple fact:

*Customer safety always has been—and always
will be—our #1 priority.*

Chairman, Ford Motor Company

President and CEO, Ford Motor Company

Ford Motor Company

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