

May 9, 2011

## **Notice to Customers and Retailers of Bridgestone Earthmover Tyres**

### **Bridgestone Off Road Tyres imported by retailers other than Bridgestone Earthmover Tyres**

Bridgestone Earthmover Tyres ("BSEM") imports into Australia Bridgestone tyres for off road vehicles, including earthmovers, loaders and bulldozers, graders, industrial machines, mobile cranes, logging machinery and compactors. BSEM is the only company in Australia who is authorized by the manufacturer of the off road tyres to import them into Australia. BSEM sells and distributes the tyres itself and through a network of authorized dealers.

BSEM is aware that Bridgestone branded off road tyres are being imported into Australia by retailers and wholesalers who are not authorized by the manufacturer of the tyres to do so.

Customers who purchase Bridgestone branded tyres from anyone other than BSEM or its authorized dealers should be aware of the inherent risks in doing so. These risks include:

1. The non BSEM tyres may not comply with Australian laws and safety standards. Many of the non BSEM tyres are imported from markets such as South America, South Africa and the USA, which have different safety standards from Australia.
2. The non BSEM tyres may not provide the same quality and performance as the tyres imported by BSEM. BSEM only imports tyres which its technical staff has assessed are suitable for use in Australian conditions, and in the particular types of markets in which the tyres will be used. This process is a rigorous and technical one and non BSEM importers are unlikely to have the technical knowledge or processes to assess whether the tyres they are importing are suitable for use in Australian conditions. Customers should also be aware that mixing BSEM imported tyres with tyres imported by non BSEM retailers could create uneven wear of the tyres, with some wearing out faster than others. This may also affect the handling of the vehicle.
3. The non BSEM tyres may be several years old by the time they arrive in Australia, and may have been stored in unfavourable conditions which mean they are not in a new state.

### **Liability of BSEM for defects associated with non BSEM imported tyres**

BSEM provides tyre repair and tyre management services to customers who purchase tyres from it or its authorized dealers; and to customers who import original equipment which already has Bridgestone manufactured tyres attached. Each tyre has an exclusive serial number, so BSEM is able to trace whether a tyre has been imported by it or by an unauthorized retailer or wholesaler; or in the case of original equipment, whether the tyre was manufactured by BSEM's overseas manufacturer. BSEM will only provide tyre repair or management services for Bridgestone branded tyres which were imported by BSEM; or which were attached to original equipment and were manufactured by BSEM's overseas manufacturer.

BSEM also provides a manufacturer's warranty of five years from the date of manufacture. This warranty applies only to Bridgestone branded tyres which are imported into Australia by BSEM or as fitted on original equipment. No warranty is given by Bridgestone in relation to off road tyres imported into Australia by anyone other than BSEM.

BSEM disclaims any liability for defects in non BSEM imported tyres, or for any loss or damage suffered by a party as a result of using non BSEM imported tyres. Any claims for such defects, loss or damage, should be made against the importer of the tyres.

If you are concerned about whether the tyres on your vehicles have been imported into Australia by BSEM or a non-authorized retailer or wholesaler, please contact BSEM.

Yours sincerely  
Bridgestone Earthmover Tyres Pty Ltd

Andrew Andreou  
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