

**BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**

NEWS RELEASE  
NEWS RELEASE  
NEWS RELEASE

50 Century Boulevard  
P.O. Box 148900  
Nashville, TN 37214-8900  
Watts: 800-851-7000  
Tel: 615-872-5000  
Fax: 615-872-1414

**FOR IMMEDIATE RELEASE**

**Contact: Media Hotline  
(877) 201-2373**

**ROVER ACCESSORIES' SEMA SHOW PROJECT VEHICLES  
EQUIPPED WITH NEW FIRESTONE DESTINATION M/T TIRES**  
*Tires feature landmark new technology for off-road performance*

NASHVILLE, Tenn. (November 5, 2002) – Off-road enthusiasts have a new choice when it comes to outfitting their vehicles with tires – the new Destination™ M/T with UNI-T® technology, introduced by Bridgestone/Firestone North American Tire, LLC (BFNT). And the only place to see the new tire at this year's SEMA Show (in addition to the Bridgestone/Firestone booth) will be in the Rover Accessories Booth, #33701.

“We are very pleased to team up with Rover Accessories to showcase our new Firestone Destination M/T with UNI-T technology at the show. They're a great aftermarket company to work with because of their innovations and their creative ideas,” said Phil Pacsi, executive director, North American Consumer Tire Brand Marketing, BFNT. “The team at Rover Accessories was looking for a tire with an aggressive tread pattern to go along with their ‘extreme’ off-road project vehicles, and our Destination M/T was a perfect fit.”

Rover Accessories' three project trucks include:

- **FlyFisher**, designed as the ultimate luxury fly fishing truck for a high-level executive whose release is fly fishing. He searches his home terrain for isolated fishing spots, and needs the most capable purpose-built vehicle available for getting off the beaten track in luxury with all the comforts available.
- **Hannibal 80**, built as an everyday driver with a rooftop tent, this vehicle is always ready to make a trip out into the desert or mountains for isolated camping.
- **Discovery Destination**, designed for the urban weekend warrior to use for any number of adrenalin sports, including snowboarding, kayaking, surfing, mountain biking or rock climbing.

The new Firestone Destination M/T with UNI-T technology is a full traction-depth tire featuring UNI-T® technology for excellent wet and mud handling. The tire features a square footprint and heavy-duty construction to protect it in the most extreme terrains, and has a high void to help clear debris from the tread.

Rover Accessories was developed from the love of the outdoors and overland travel. The company provides accessories for Land Rovers including Range Rover, Discovery and Defenders. With trained factory technicians and state-of-the-art facilities, Rover Accessories can modify your Land Rover to your specific needs. The company manufactures its own line of accessories and performance products and is exclusive to some of the most unique 4x4 equipment available in the USA.

Nashville-based Bridgestone/Firestone North American Tire, LLC is a subsidiary of Bridgestone/Firestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BFNT develops, manufactures and markets Bridgestone, Firestone, Dayton and associate and private brand tires. The company is focused on wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off-road, agriculture and other tires to its customers in the Americas.

###