

VIRGINIA TIRE & AUTO LOCATION NAMED A BRIDGESTONE FIVE STAR CERTIFIED PERFORMANCE RETAILER

Family-owned and Operated Automotive Maintenance Provider Celebrates South Riding Location's Commitment to Car Care Excellence

(Fairfax, VA – June 11, 2012) – Virginia Tire & Auto (www.vatire.com), the Fairfax-based leading full-service provider of automotive maintenance, repair and tire services, is pleased to announce that its South Riding location (43230 Defender Drive) has been recognized as a Five Star Certified Performance Retailer by Bridgestone.

“The South Riding Virginia Tire & Auto is honored to be named a Bridgestone Five Star Certified Performance Retailer,” said Julie Holmes, Vice President, Virginia Tire & Auto. “We strive to provide exceptional customer service at all of our locations and this achievement verifies we are succeeding at this goal. We pride ourselves in being knowledgeable and experienced in all areas of car care service; our facility is proud of this achievement.”

Bridgestone Five Star Certified Performance Retailers are required to go through a rigorous selection process to ensure it meets Bridgestone's high standards for car care excellence. Each location must qualify separately. Certified retailers are re-evaluated annually to ensure compliance with all program requirements. While more than a dozen different aspects of the retailer's operation are evaluated, the basic criterion includes:

- Professional and knowledgeable certified sales associates
- Industry-certified service technicians
- State-of-the-art tire and vehicle service equipment
- Wide selection of Bridgestone and Firestone Brand tires
- A world-class customer experience every time

“Bridgestone Five Star Certified Performance Retailers are not your average automotive tire and service centers,” said Barry Feasel, General Manager of the Bridgestone Five Star Certified Performance Retailer Certification Program, Bridgestone Americas Tire Operations. “A Bridgestone Five Star Retailer embraces the importance of developing and nurturing customer relationships. It's an attitude and way of doing business that is reflected in every detail of how the retailer operates — from having knowledgeable sales associates and a comprehensive selection of products right down to a clean, comfortable waiting area for families and making sure customers are 100 percent satisfied with the service they receive. The South Riding Virginia Tire & Auto exemplifies the caliber of retailer that the Bridgestone Five Star Certification is all about.”

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About Virginia Tire & Auto:

For more than 35 years, family-owned and operated Virginia Tire & Auto has been the leading provider of full-service automotive maintenance, repair and tire needs for customers in Northern Virginia. Named “Top Shop in North America” by Tire Review magazine, Virginia Tire & Auto's 11 locations are conveniently located in Ashburn, Centreville, Chantilly, Fairfax (Main Street Shell), Falls Church, Gainesville, South Riding, Springfield, Sterling and Vienna (James Madison Shell). The business offers exceptional customer experience, dedicated quality service and is a superior place for a career. For more information about Virginia Tire & Auto, please visit us at www.vatire.com, www.facebook.com/VATIREANDAUTO or www.pinterest.com/virginiatire.

About Bridgestone Americas Tire Operations:

Nashville, Tenn.-based Bridgestone Americas Tire Operations (BATO) is a business unit of Bridgestone Americas, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. Reporting into the BATO business unit are the company's Latin American tire operations, the U.S. and Canadian consumer tire businesses and the U.S. and Canadian

commercial tire businesses. BATO develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The business unit is focused on retail, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, motorcycle, agricultural and other tires to its customers in the Americas. In addition, through its Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

Debbi Mayster
DMM Communications, LLC
240.988.6243
debbi@dmmcomm.com