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**FOR IMMEDIATE RELEASE**

## **Firestone Industrial Products Brings Commercial-Grade Engineering to New Ride-Rite™ Extreme Duty Kits, its Toughest Aftermarket Air Springs To Date**

INDIANAPOLIS (USA) (March 7, 2016) — Leveraging its history of providing high-performance air springs for the commercial trucking industry, Firestone Industrial Products Company, LLC, (FSIP) has introduced new Ride-Rite™ Extreme Duty Air Spring Kits for the light-duty market. Engineered with commercial-grade materials, the new Ride-Rite Extreme Duty Kits are the company's toughest light-duty aftermarket air spring ever manufactured.

“Ride-Rite Extreme Duty Kits are the perfect solution for customers who demand top performance for their pickups, and who need a way to tackle big-time hauls with minimal wear on their vehicles,” said Mary Kay Bryja, division marketing manager, FSIP. “The added durability and elemental resistance of these new kits help level the biggest loads, from campers and boats to loaded horse trailers, all while maintaining a smooth and pleasant ride.”

Ride-Rite Extreme Duty kits utilize high-strength steel alloy brackets, grade-8 fasteners, and commercial-grade cord and rubber lifted from Firestone's Airide™ product for heavy-duty trucks for added durability and performance. Ride-Rite Extreme Duty kits can handle up to 150 psi and can level loads up to 7,500 pounds (not to exceed vehicle's GVWR). In addition, an enhanced coating technology protects against elemental conditions, such as corrosive de-icing agents and salt spray, helping to ensure a long product life.

Ride-Rite kits provide load support through the use of air pressure. They level off-center loads, decrease suspension fatigue, increase vehicle stability and reduce bottoming out, which collectively leads to the best ride possible. The kits require no drilling and use existing holes in a truck's frame for easy installation.

Firestone offers a line of Complete Suspension Solutions that includes Ride-Rite™, Sport-Rite™, Coil-Rite™ and Level-Rite™ Air Helper Springs, as well as Work-Rite™ Load Assist Springs. Over its 75-year-plus history, FSIP products have become synonymous with quality, durability and outstanding customer support. For more information, visit [www.riderite.com](http://www.riderite.com) or [www.firestoneip.com](http://www.firestoneip.com).

**About Firestone Industrial Products Company, LLC:**

Firestone Industrial Products Company, LLC, specializes in air spring manufacturing and technology with a history of more than 75 years of research and development on technologically advanced air springs for the global marketplace. Headquartered in Indianapolis, Firestone Industrial Products manufactures air springs and related products for commercial trucks and trailers, cars, sport utility vehicles, light trucks, mini vans, motor homes, buses, agricultural equipment, rail and industrial applications. The company has quality-certified manufacturing/assembly plants and technical centers in North America, Latin America, Europe and Asia. For more information, visit [www.firestoneip.com](http://www.firestoneip.com).