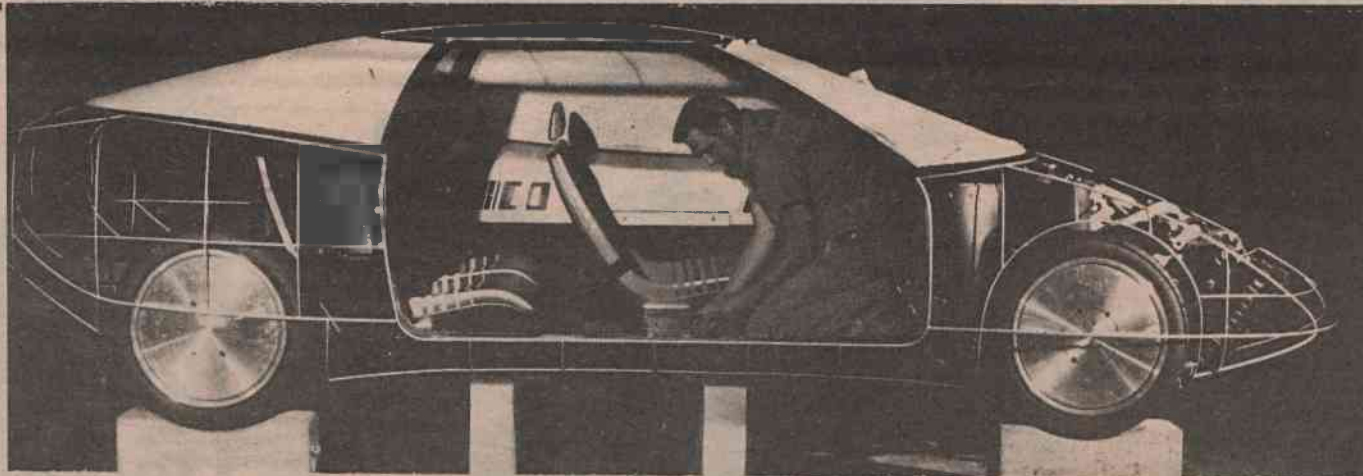


Gastonia, North Carolina  
Bennettsville, South Carolina • Bowling Green, Kentucky • Hopewell, Virginia



Specially designed futuristic Firestone passenger tires equip the "stringer buck" design model of the Aero 2000 at General Motors' "World of Motion" display at Epcot Center. This model exposes the inner details of the aerodynamic car, which GM says will obtain twice the fuel efficiency of any of the company's present cars.

## Firestone Futuristic Tires Equip Car

Specially produced "four-of-a-kind" futuristic Firestone Concept tires are equipping a 21st Century vehicle which has been assembled for the General Motors pavilion at Epcot, which opened recently at Walt Disney World in Florida.

General Motors invited Firestone to participate in the automaker's multi-million dollar "World of Motion" exhibit at Epcot (Experimental Prototype Community of Tomorrow), which Disney officials describe as "a permanent world's fair."

One of the areas in the GM exhibit—the designer's workshop or concept room—displays aerodynamic vehicles of the future. The special Firestone tires can be seen on what is known in the automotive industry as a "stringer buck," a frame structure which exposes all the interior features and inner workings of the car, but does not have the outer sheet metal.

Firestone tire designers have been working on the special tires with General Motors stylists since mid-1981. Pete McDonald, manager of tire styling for Firestone, has directed the project.

"General Motors provided us with specifications for the overall dimensions of the finished tire,

then we designed sidewall and tread treatments showing how a tire of the future might appear," McDonald explained.

First step in the project of producing the special tires was development of approved sketches. Final drawings were completed and plaster models for the tread and sidewall were made. From those models, an aluminum mold was produced and the finished tires were cast.

The Firestone Concept tire features a directional tread pattern in which the tread elements follow the forward travel of the tire. For aerodynamics, the sidewall is smooth and has recessed lettering.

"These are some of the features which motorists may see on tires in the 21st Century," McDonald said.

GM's venture into industrial showmanship will be one of the feature attractions in Epcot Center which showcases the technological potential of some of the most innovative businesses in this country and the cultural treasures of other nations around the world.

Covering 660 acres, the center is more than twice the size of Disney's nearby Magic Kingdom, and is expected to draw more than eight million visitors in its first year.

## Firestone Stock

The most recent report (Sept.) showed 5,944 employees with accounts in the Firestone Stock Purchase & Savings Plan. Manufacturers Hanover Turst Company, Trustee for the Plan, purchased Firestone Common Stock for accounts of participating employees at an average price of \$11.93.

## Tuition Refund

The Tuition Reimbursement Program is designed to fulfill Firestone's commitment to continuing education on the part of its employees which can mutually benefit the employees' personal goals and the company's objectives.

Firestone will reimburse up to six hours per quarter on approved courses and programs at accredited technical schools, colleges and universities.

For more information, contact Johnette Mitchell in the Personnel Dept.

## Restoration Gives Store Antique Look

Firestone is restoring its sales and service center in Orlando, Fla., to its original 1930 condition. The store at 578 N. Orange Ave. has been declared a historic site by the City of Orlando.

"Firestone believes the restored structure will add important historical significance to its central city neighborhood," explained Robert S. Bowen, president of the sales and marketing group.

"Our company had to decide whether to demolish the existing building or to improve the current site," he said "We chose the restoration project because of our pride in Firestone's history in Orlando and because of the contribution the restored structure will make to downtown Orlando."

Bowen said the store's exterior and portions of the interior will be

refurbished to look as they did when the center was first opened by company founder Harvey S. Firestone 52 years ago. There will be displays of antique tires and vintage photographs in the customer lounge area.

The store will be a MasterCare by Firestone outlet, the program which is being introduced nationwide in company stores over the next three years.



This Firestone store in Orlando, Fla., is being restored to the look it had when it opened in 1930.

## Marshmallow Has Another Use

Firestone's Marsh Mellow springs—proven in heavy-duty truck applications and as machinery vibration isolators—have another new use.

They are being used successfully as die springs in stamping machines.

The Marsh Mellow die springs have a host of advantages over steel coil springs, according to

stamping machine and press operators. The springs do not break, they carry heavier loads than steel springs and they reduce maintenance costs.

The Marsh Mellow springs consist of a rubber core, wrapped with bias-ply fabric. They were developed by the Firestone Industrial Products Company in Noblesville, Ind.

## Light Trucks Get All Terrain T/X

A new traction tire designed for recreation vehicles and four-wheel-drive light trucks is being manufactured and marketed by Firestone.

The All Terrain T/X has an aggressive tread pattern for use in mud and snow and on or off the road. It joins Firestone's family of off-road light truck tires, succeeding the All Terrain Town & County tire as the company's most aggressive traction bias light truck tire.