

For Immediate Release  
Contact: Media Center  
877-201-2373

BRIDGESTONE AMERICAS, INC.  
Communications Department  
535 Marriott Drive  
Nashville, TN 37214-2373  
Phone : 877-201-2373  
Fax : 615-937-1414

## **Bridgestone Presents Canadian Automotive Journalist Brendan McAleer with Feature Writing Award**

Tire manufacturer celebrates 18<sup>th</sup> year as sponsor of AJAC TestFest event

**NASHVILLE, Tenn. (October 28, 2016)** – [Bridgestone Americas, Inc.](http://www.bridgestoneamericas.com) (Bridgestone) today announced Brendan McAleer is the recipient of the 2016 Bridgestone Feature Writing Award. The award, which recognizes outstanding journalism in the Canadian automotive industry, was presented to McAleer as part of the annual Automotive Journalist Association of Canada (AJAC) TestFest event held from October 24 to October 28, in Bowmanville, Ontario. McAleer won for his story titled, “Downie’s magical lyrics come alive as we drive to the 100<sup>th</sup> meridian.”

“The judging panel was thoroughly impressed by the quality of the entries for this year’s Bridgestone Feature Writing Award,” said Andy Robinson, regional general manager, Canadian Consumer Sales, Bridgestone Canada. “The article truly embodies the spirit of Canada as both a tribute to the band, The Tragically Hip, and an homage to our beautiful countryside as Brendan travels across picturesque backroads to the 100<sup>th</sup> meridian in a Dodge Challenger that was built in Brampton, Ontario.”

Journalist Kelly Taylor was named runner-up in the Bridgestone Feature Writing Award category for his story titled, “Pumped Dry.” Through the eyes of Jeff Kendel, who owns a small corner service station, Taylor describes the plight of the independent gas station trying to stay in business despite tight margins and volatile pricing.

Bridgestone accepted submissions for the Feature Writing Award from automotive journalists and AJAC members throughout Canada. Entries were evaluated according to four criteria: writing style, educational value, passion imparted and entertainment value. The bilingual judging panel consisted of communication professionals, automotive industry veterans and a world class translator.

To see a complete list of the AJAC TestFest award winners, visit [AJAC.ca](http://AJAC.ca). To learn more about Bridgestone, visit [BridgestoneAmericas.com](http://BridgestoneAmericas.com).

- more -

## **2-2-2-2**

### **About Bridgestone Americas, Inc.:**

*Nashville, Tennessee-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.*

### **About Bridgestone Canada Inc.:**

*Bridgestone Canada Inc. (BSCA) is an affiliate of Bridgestone Americas Tire Operations (BATO) and a direct subsidiary of Bridgestone Americas, Inc. (BSAM), whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. BSCA and BATO develop, manufacture and market Bridgestone, Firestone and associate brand tires. They are focused on retail, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, agricultural and other tires to their customers in Canada and the United States, respectively. In addition, through its Bridgestone Bandag Tire Solutions Canada unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.*

**###**