

**TESTIMONY OF MASATOSHI ONO  
CHIEF EXECUTIVE OFFICER  
BRIDGESTONE/FIRESTONE, INC.**

**BEFORE THE  
SENATE COMMERCE COMMITTEE  
SEPTEMBER 12, 2000**

CHAIRMAN MCCAIN, SENATOR HOLLINGS AND MEMBERS OF THE COMMITTEE:

AS CHIEF EXECUTIVE OFFICER, I COME BEFORE YOU TO EXPRESS MY DEEP REGRET AND SYMPATHY TO YOU, THE AMERICAN PEOPLE AND ESPECIALLY TO THE FAMILIES WHO HAVE LOST LOVED ONES IN THESE TERRIBLE ROLLOVER ACCIDENTS. I ALSO COME TO ACCEPT FULL AND PERSONAL RESPONSIBILITY ON BEHALF OF BRIDGESTONE/FIRESTONE FOR THE EVENTS THAT LED TO THIS HEARING. WHENEVER PEOPLE ARE HURT OR FATALLY INJURED IN AUTOMOBILE ACCIDENTS, IT IS TRAGIC. WHENEVER PEOPLE ARE INJURED WHILE RIDING ON FIRESTONE TIRES, IT IS CAUSE FOR GREAT CONCERN AMONG BRIDGESTONE/FIRESTONE'S MANAGEMENT AND OUR 35,000 AMERICAN EMPLOYEES. WE ARE COMMITTED TO RESOLVING THIS SITUATION AND REGAINING THE TRUST OF OUR CUSTOMERS.

MY EXPERIENCE LAST WEEK SUGGESTED THAT MY PROBLEMS WITH ENGLISH MAY HAVE LIMITED OUR ABILITY TO EXPLAIN IMPORTANT ISSUES TO YOU AND THE AMERICAN PEOPLE. I WOULD ASK THAT OUR REMARKS BE COMPLETED BY OUR EXECUTIVE VICE PRESIDENT, MR. JOHN LAMPE.