

# **Ford and Firestone's Tire Recall: The Costliest Information Gap in History**

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# Outline

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- Overview.
- Surrounding events.
- Summary.

# Overview

- August 9, 2000 – Would recall for than 6.5 million tires.
- 2<sup>nd</sup> largest biggest in history

# Surrounding Events

- 1988 – Firestone weakened by 1978 tire recall.
- March, 1999 – Bridgestone/ Firestone sent a confidential memo to Ford.
- August 1999 – Ford announced a recall in 16 foreign countries.
- Early year 2000
  - Announced “Great Pride in Quality”
  - NHTSA opened a full investigation
    - August
    - September
    - 2001 – President and Chief Executive resigned.

# Summary

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- Main problems for not recalling tires sooner.
- Relationship between Bridgestone/Firestone, Ford, the U.S. Government and the legal community.