

BFS Diversified Products, LLC
Firestone Fibers & Textiles Company

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PRAXIS ADVANCED SUSPENSIONS UNVEILS NEW SYSTEM FOR BMW M3
Another entry for BMW model coverage expands the Praxis lineup

AKRON, Ohio (June 7, 2005) – Intended to thrill the performance-focused enthusiast, Praxis Advanced Suspensions announces the addition of an adaptive aftermarket air-suspension system designed specifically for the 2002-present E-46 BMW M3.

With the Praxis system, these M3 drivers can now select the height, spring rate and damping to suit their mood or the driving environment.

“This latest system expands the operating range of the BMW, while avoiding the compromises associated with typical aftermarket suspension upgrades,” said Bill Niaura, marketing manager, Praxis Advanced Suspensions. “Designed in direct response to consumer queries, we now offer a suspension system that meets the unique needs of the late model M3 owner.”

In addition to the new systems for the BMW M3, Praxis Advanced Suspensions offers an adjustable, performance air-suspension system for 3-Series BMWs (1999-present – coupes, sedans and wagons), and Subaru WRX models (2002-present Subaru Impreza WRX, STi, 2.5RS).

Designed by Bridgestone Firestone Vehicle Systems, an operating unit of BFS Diversified Products, LLC., Praxis is responsible for the design, tuning, and integration of original-equipment and aftermarket suspension systems.

Praxis is the first and only aftermarket suspension system that, once installed, allows the driver to control performance – on the road or track – without the need for tools or time in the shop. Multi-Rate Air Spring technology, coupled with the Intelliride™ control-system and externally-adjustable monotube dampers supplied by H&R Special Springs, Inc., allow the driver to rapidly select the ride-height, spring-rate and damping.

The Praxis system allows the driver to adapt the suspension for most any driving situation. A simple touch of a cockpit-mounted control button and a damper adjustment at each corner places the vehicle into one of three fully tuned operating modes – touring, sport and track.

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- **Touring Mode:** Ideal for daily-driving and long-distance touring. Touring mode takes the edge off the M3 and provides a ride/handling balance comparable to the E-46 sport suspension.
- **Sport Mode:** Sport-tuned street suspension designed for spirited driving situations. Ride and handling are similar to the factory delivered M3 suspension.
- **Track mode:** No-compromise track handling, ideal for amateur motorsports competition without the need for a dedicated track vehicle.

Praxis provides a two-year limited warranty on the air-strut units, a one-year limited warranty on all other components, and includes limited warranty coverage for certain sanctioned, amateur motorsports events; an industry first.

"The versatile Praxis suspension is a great addition to our product line, filling a need to provide enthusiasts a system that excels on the street and then, with the push of a button and a simple damper adjustment, attacks the track," said Matt Edmonds, vice president of marketing, The Tire Rack, online performance source. "These M3 owners will be happy to learn there is a Praxis product now available for their vehicle providing increased and maximum flexibility."

The Tire Rack is the exclusive distribution outlet for Praxis Advanced Suspensions.

For more information on Praxis, visit the web site at www.praxissystems.com. To order a Praxis system, call The Tire Rack at (800) 428-8355; or visit www.tirerack.com.

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The Tire Rack, headquartered in South Bend, Ind., was founded in 1979 with the goal of offering quality performance products, expert advice, fast shipping and exceptional pricing. As America's leading high-performance products distributor, the company is focused on providing only quality products from the most reputable manufacturers. The Tire Rack team consists of expert enthusiasts trained to provide friendly, accurate fitment and performance advice on the phone or online.

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