

# Firestone Hatches New Look For Firehawk

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## Brand announces “beak-over” for 2015 Verizon IndyCar® Series season

He is still helmeted, beaked and has great aim with a t-shirt cannon, but Firestone Racing is proud to announce that the Firestone Firehawk is debuting a new look at this weekend’s Firestone Grand Prix of St. Petersburg.

The enigmatic avian has been there for every race since his hatching in 2000, and his new fire suit, which will be unveiled by Firestone Racing later today on Twitter (@FirestoneRacing), includes new Firestone brand imagery, a superhero-esque “F-Shield” and the hottest pants in the paddock, but his iconic tail remains the same.

The Firestone Firehawk did not comment on his new plumage.

The Firestone brand seeks to serve those individuals who embody the “work hard, play hard” mantra, and the Firestone Firehawk represents that hard-working, fun-loving spirit that resonates with race fans and is inherent in the Firestone brand and its customers.

Firehawk will debut his new look at the Firestone Grand Prix of St. Petersburg 5K run presented by Modern Business Associates and the Fast Friday Community Block Party. Fans not able to make it to the 5K can see Firehawk spreading his new wings in the paddock, around Fan Village, during driver introductions or at a number of other locations during this weekend’s Firestone Grand Prix of St. Petersburg.

Source: Bridgestone