

# Analysis the case

Business



Number Case Study In this case, the major ethical issue is that the firestones tires in the Ford Explorer track were defective as they caused several accidents where lives were lost, according to the study; the threads in the tires were faulty to a point of peeling of and making the truck to veer off the road. The minor issues was that the problem could have been caused by the manufacture of the ford explore itself (Case 24 685). In thus study, the stakeholders are the consumers, their stake is the security of the firestone tires fitted in their ford explorer tracks. These companies do not care about their customers, it was noted that there were tires that were believed to be faulty, were supposed to be examined for safety only to be later passed as good for use under unclear circumstances. The ford company also stated that it was an issue with the tires, and that they had insisted on low pressure on these tires. The pressure recommended by firestone and ford on these tires differed. Both the Ford and the Firestone Company are not responsible in social ways as they differ on this issue of the recommended tires pressure, in addition, instead of soling the issue at hand, all they do comprises of pointing fingers at each other thus putting the consumer at a higher risk (Case 24 687).

Both the Ford and Firestone are at fault in this situation, firestone should not have installed the tires that were in question to Ford trucks; on the other hand, the Ford Company should have made it clear on the recommended pressure of Firestone tires. The firestone name has ruined its reputation, so is the Ford trucks, the number of lives lost in this accident is not something to go away easily. Firestone has the responsibility of paying ford that money as they replaced these tires with their own funds, however, it would be much more important to find a solution to this type/truck issue as the safety of

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human beings cannot be compensated with money. Currently, the ford trucks have changed their tires from firestone, however the vehicles keep on rolling in most occasions, and therefore one cannot put all the blame on the firestone tors in these incidences (Case 24 688).

#### Works Cited

Case 24. The Case Study on Firestone and Ford: The Tire Tread Separation Tragedy. 2000. Print