



2023: 60<sup>th</sup> Anniversary of Bridgestone Motorsport  
“Challenge for Excellence” **Next Stage**

## Sustainable global motorsports reinforcement

December 15, 2023

Bridgestone Corporation  
Member of the Board, Global CEO and Representative Executive Officer  
**Shuichi Ishibashi**



# Bridgestone E8 Commitment

## Emotion

Committed to inspiring excitement and spreading joy to the world of mobility





# 60<sup>th</sup> Anniversary of Bridgestone Motorsports – Global journey

1960s



1963 First Japan Grand Prix

1980s



1981 Participation in European F2 Championship

1995-



Return to INDYCAR® SERIES

2002-2015



MotoGP™

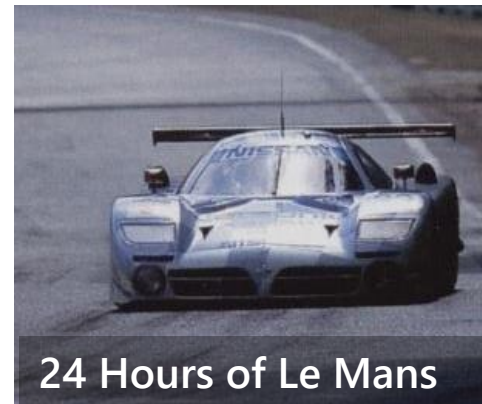
MotoGP™  
2015 Round 18 Valencia



1976 Participation in F1® Grand Prix in Japan



1991 Participation in DTM



24 Hours of Le Mans



F1®

1970s

1990s

1997-2010  
Participation in an  
FIA World Championship





“Passion for Excellence”

Monozukuri (R&D and manufacturing) power / Global brand power / Talent development  
Foundations for our premium tire business





Passion to race.

Passion to win.

Passion to wake up tomorrow and start over again.

Passion to face the best.

Passion to be the best.

Passion to embrace the ultimate challenge.

Passion to exceed records, barriers and beliefs in limits.

Passion to pursue excellence in every moment.

Passion to be an inspiration.

Passion to undertake new journeys together.

Passion to make Earth a better home for all.

Committed to empowering each and all to achieve their best.

Committed to being essential to the future of mobility.

Motorsports is Bridgestone's passion. Always has been. Always will be.

# PASSION TO TURN THE WORLD

***BRIDGESTONE***



“Challenge for Excellence”

Next Stage

# Sustainable global motorsports reinforcement



“Mobile  
laboratory”



*From  
Circuit*



*To  
Street*

TURANZA EV

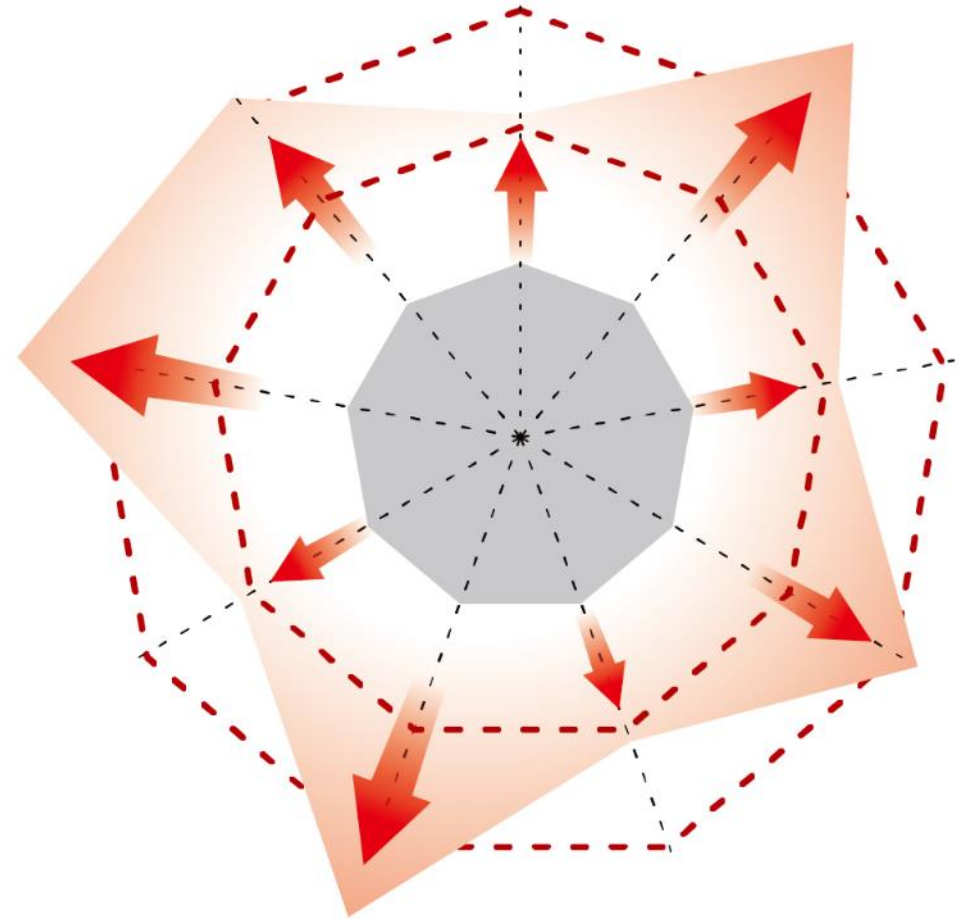


# **BRIDGESTONE** ENLITEN

"thinner, rounder, lighter"

"New premium in the EV era"

Base technology for product design that elevates all conventional performance and further customizes desired tire performance by customer and vehicle type.





# **BRIDGESTONE** ENLITEN

## “Ultimate customization”

Being attentive to customers, sharpen edge in performance that that not only respond to various customers’ needs and wants but further inspires them.





# Toward 2030

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To be a sustainable global premium brand



***BRIDGESTONE***  
ENLITEN



Established  
global premium brand  
(1997: Participation in F1®)

**BRIDGESTONE**



To be a sustainable global premium brand

**BRIDGESTONE**  
ENLITEN

Foster empathy and trust by demonstrating our challenge and pursuit of excellence, and passion to race.



Sustainable premium

Empower each and all to achieve their best and be essential to the future of mobility





Passion to be an inspiration.

Passion to make Earth a better home for all.

Passion to undertake new journeys together.

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# Evolve to agile and sustainable management with motorsports pursuing excellence as the starting point



Toward the realization of our vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company"



## Raw material & Procurement



### Motorsports tire

**Enhance and diversify renewable resources**  
**Aim for 65% or more in ratio of recycled and renewable material**

**Ensure traceability of raw material (natural rubber, etc.)**  
**Drive development of race tires using natural rubber derived from guayule /**  
**Enhance sustainable materials through co-creation with partners**





# Production & Logistics

Motorsports tire

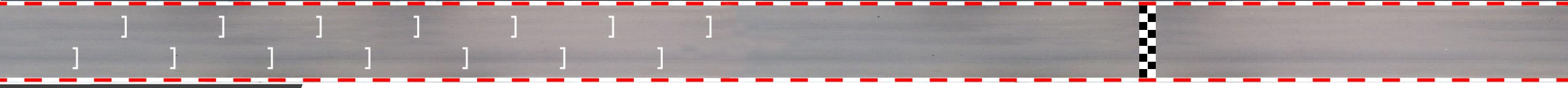
Production using 100% renewable energy  
CO<sub>2</sub> reduction through green distribution (in land & sea) < Scope3 >

Production and logistics of motorsports tires will lead to driving carbon neutrality





Recycle



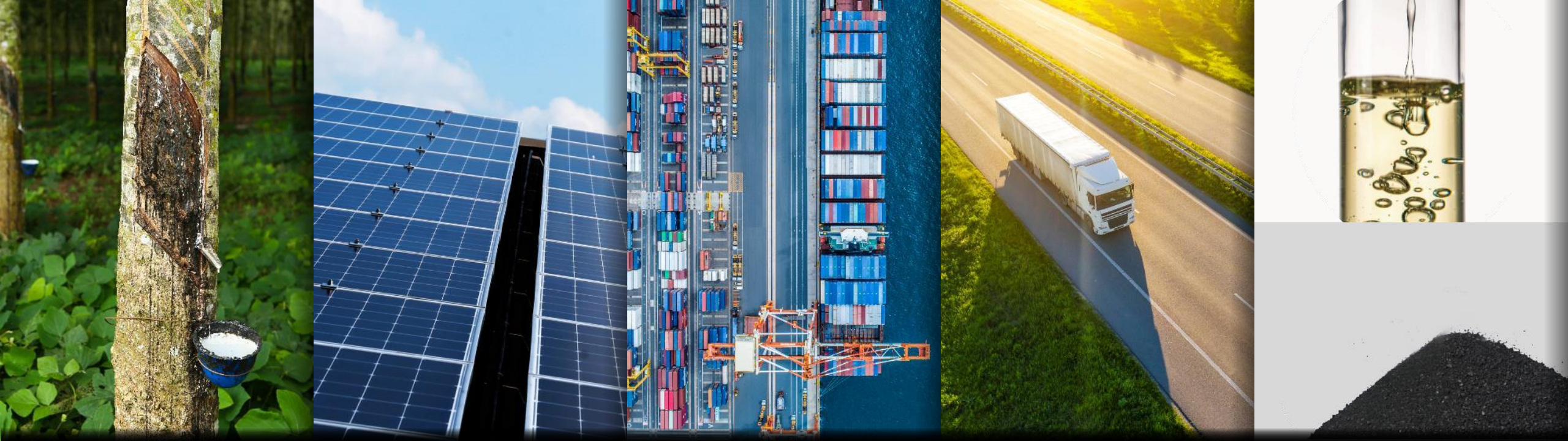
Motorsports tire

Strive to realize chemical recycle to “renew” tires to raw material

Sustainability business model  
Carbon neutral / Circular economy

Accelerate evolution with  
motorsports as the starting point





Motorsports tire

“Produce”, “use” and “renew” tires to raw material

Aim for Net Zero across the value chain

Accelerate evolution of the entire Group with motorsports as the starting point





Staying close to teams, developed tires based on a deep understanding of solar car characteristics, road conditions and desired tire performance to traverse 3,000km across the Australian continent.

Realized 100% carbon neutral transportation through co-creation with DHL.



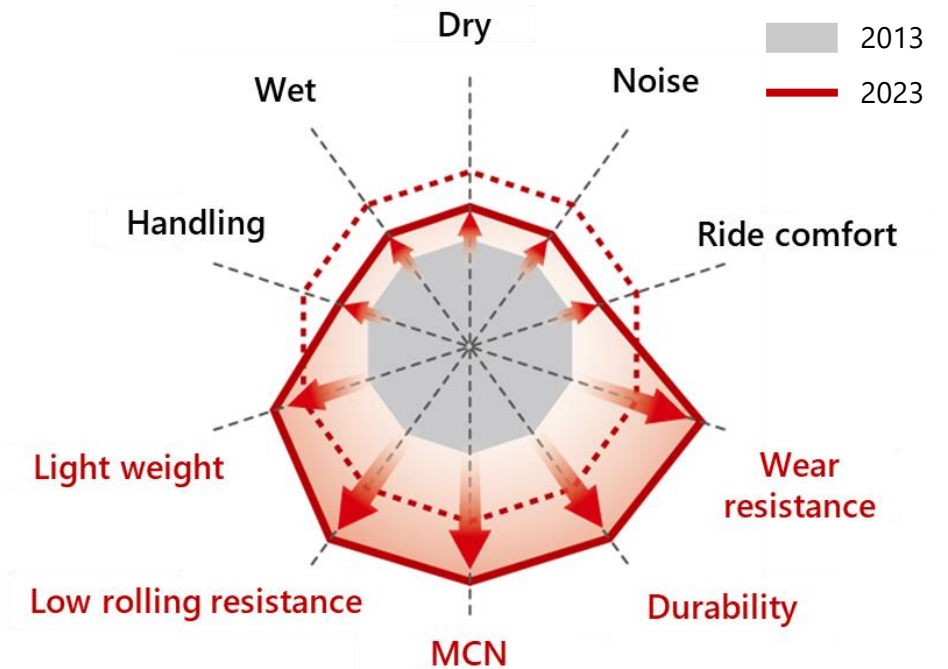
ENLITEN



## “Ultimate Customization”

Specialized in low rolling resistance, wear resistance and light weight: “Sharpen edge”

Supplied tires equipped with ENLITEN® technology with recycled & renewable material ratio of 63%



\*Performance expression is only an image



**BRIDGESTONE**

**ECO-R**

**FIA ECO RALLY CUP**

**ENLITEN**

Supporting 6 races in 6 European countries from 2023.



Cars fitted with TURANZA 6 and TURANZA A/S 6 tires equipped with ENLITEN technology won in the Monaco and Italy rounds.

To be expanded to 12 races in 10 countries in 2024, and aimed to be expanded outside of Europe from 2025

Collect voice of ecoRally Cup participants who used ENLITEN-equipped tires. Connect them to planning of new ENLITEN products and technology development.

By supporting the zero emission vehicle race with ordinary drivers, accelerate the adoption of EVs and support the realization of a carbon neutral mobility society linked with the global expansion of ENLITEN-equipped products.

Support the development of motorsports culture together with motorsports clubs in each region



In front of Casino de Monte Carlo, Principality of Monaco



# ABB FIA Formula E World Championship

Selected as sole tire supplier  
from the 2026-2027 season

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Return to an FIA World Championship  
for the first time in a decade and a half





Committed to empowering each and all to achieve their best.  
Committed to being essential to the future of mobility.





Motorsports is Bridgestone's passion.  
Always has been. Always will be.





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