

2023: 60th 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

Hello, I am Shu Ishibashi, Global CEO.

Today I would like to talk about the next stage in Bridgestone Motorsport, which celebrated its 60th anniversary this year.



Bridgestone E8 Commitment

Emotion

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



Bridgestone positions supporting the development of motorsports culture as our “origin” as a tire manufacturer. This position is described in our corporate commitment, the Bridgestone E8 Commitment as “Emotion: Committed to inspiring excitement and spreading joy to the world of mobility”.

60th 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



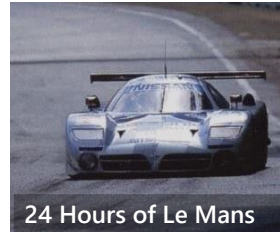
MotoGP™
2015 Round 18 Valencia



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

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Our motorsports activities started with our participation in the first Japan Grand Prix in 1963, and expanded globally through our involvement in a wide range of races.

A major milestone was the challenge competing in the pinnacle of the FIA World Championships, Formula 1®.

In the 14 years from 1997 to 2010, we supported 242 races and contributed to 175 victories.



“Passion for Excellence”

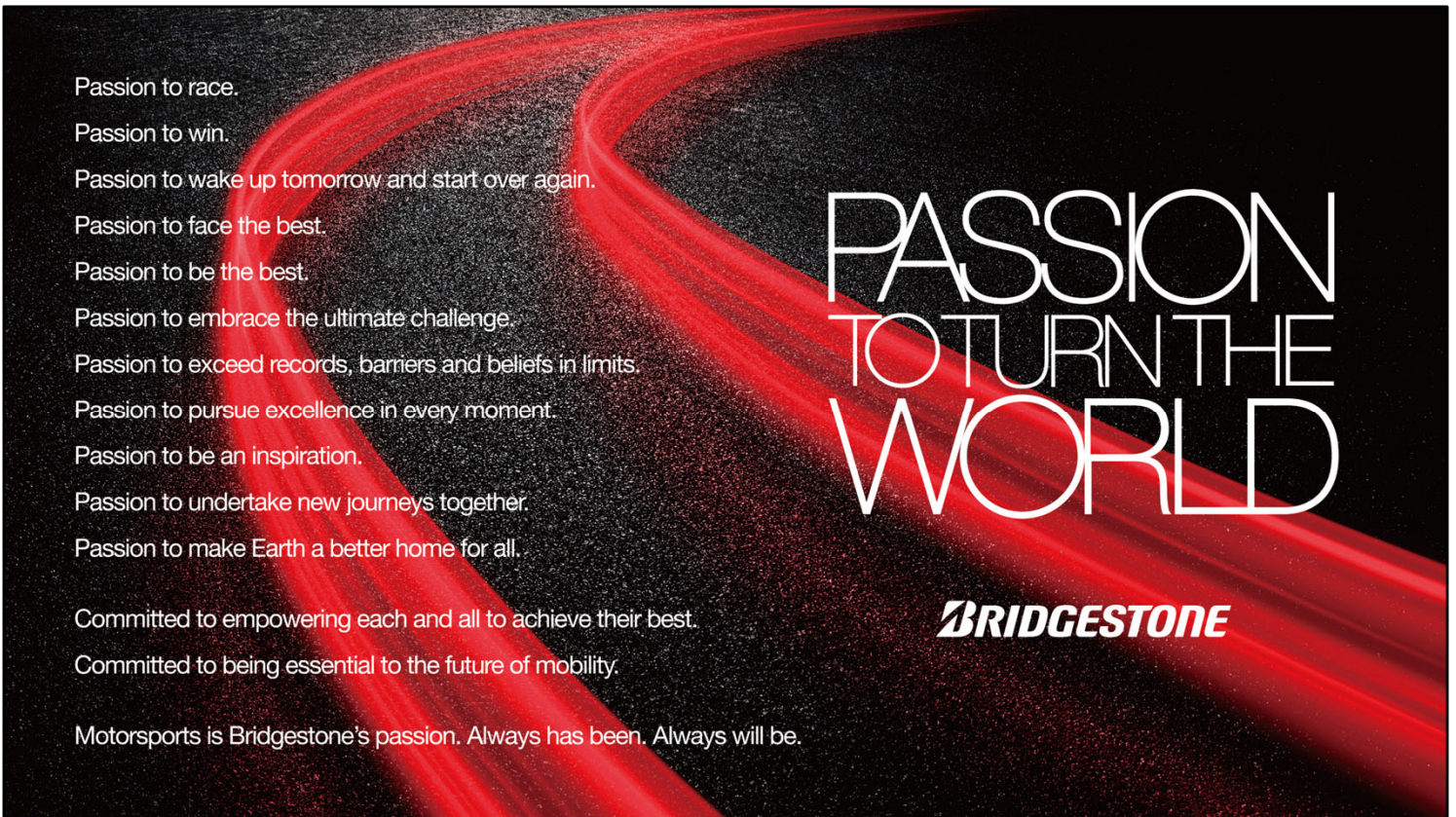
Monozukuri (R&D and manufacturing) power / Global brand power / Talent development
Foundations for our premium tire business



4/23



What we refined through such challenge for excellence – our “Passion for Excellence” or in other words the passion to pursue excellence in every moment, our tire development expertise, monozukuri (R&D and manufacturing) power, brand power and talent – make up the foundation of our premium tire business to this day.



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

In marking the 60th anniversary of our motorsports activities, we reaffirm our passion for motorsports and are determined to evolve these activities placing sustainability at the core. This is portrayed in the message "Passion to Turn the World" that you see here.

It illustrates Bridgestone's passion to race, win, embrace the ultimate challenge and accelerate innovation, as well as the passion to support a sustainable mobility society together with our comrades and partners, through motorsports.

With passion at the core, we are taking our motorsports activities to the next stage,

“Challenge for Excellence”

Next Stage

Sustainable global motorsports reinforcement

6/23

BRIDGESTONE

and reinforcing sustainable global motorsports.



Using races as a "mobile laboratory", we will refine technology in extreme conditions



8/23

BRIDGESTONE

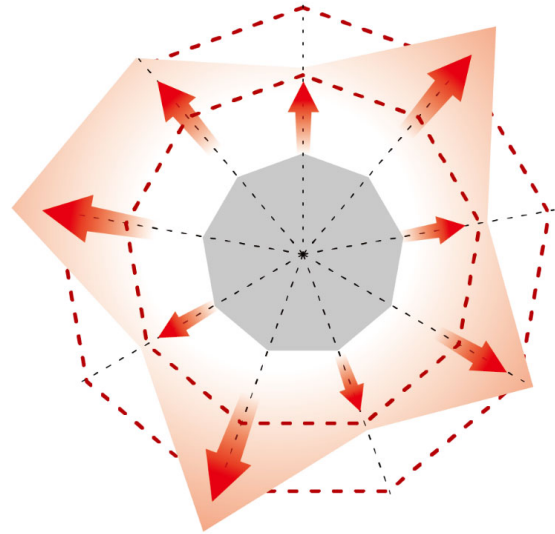
evolving and connecting them to the development of replacement tires for the next stage, under the concept "From Circuit to Street".

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.



The focal point for this is ENLITEN – our base technology for product design, and our "new premium in the EV era".

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.



10/23

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ENLITEN realizes “ultimate customization” to not only meet customers’ needs and wants for tires by staying close to them, but also to sharpen edge in performance by customer and by vehicle type to inspire them and provide new value.

By repeating the customization of motorsports tires to race conditions enabling cars and drivers to maximize their performance, we will realize the evolution of ENLITEN technology more quickly. Moreover, we will transfer the technology to replacement tires, thereby expanding value creation.

Toward 2030

To be a sustainable global premium brand



BRIDGESTONE
ENLITEN

11/23

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Our sustainable global motorsports activities that we will evolve through ENLITEN will also be the core of our new brand power.

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

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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



12/23

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In the past, Bridgestone was able to establish itself as a global premium brand through Formula 1.

Looking ahead, by demonstrating our challenge and pursuit of excellence as well as passion to race through motorsports, we aim to build a "sustainable premium" brand.

We aim to become a brand that continues to empower each and all to achieve their best and that is essential to the future of mobility.

To be a brand that everyone can empathize with, we will continue to refine our brand power.

Passion to be an inspiration.

Passion to make Earth a better home for all.

Passion to undertake new journeys together.

In addition, in all of our corporate activities, we believe the passion for sustainable motorsports will spark inspiration across the value chain and accelerate innovation through co-creation.

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"

To realize our vision of becoming a sustainable solutions company, we will continue to promote sustainability at once across the value chain of motorsports tires, from raw material procurement to recycle.

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

15/23 **BRIDGESTONE**

Regarding raw materials used in motorsports tires, we will enhance and diversify renewable resources, aiming for 65% or more in ratio of recycled and renewable material. We will also ensure the traceability of raw material such as natural rubber.

For example, we introduced race tires using natural rubber derived from guayule, a plant that can be grown in arid zones, in this year's NTT INDYCAR® SERIES.

Using motorsports as the starting point, we will accelerate co-creation with partners and refine our sustainable technologies.



Production & Logistics

Motorsports tire

Production using 100% renewable energy
CO₂ reduction through green distribution (in land & sea) < Scope3 >

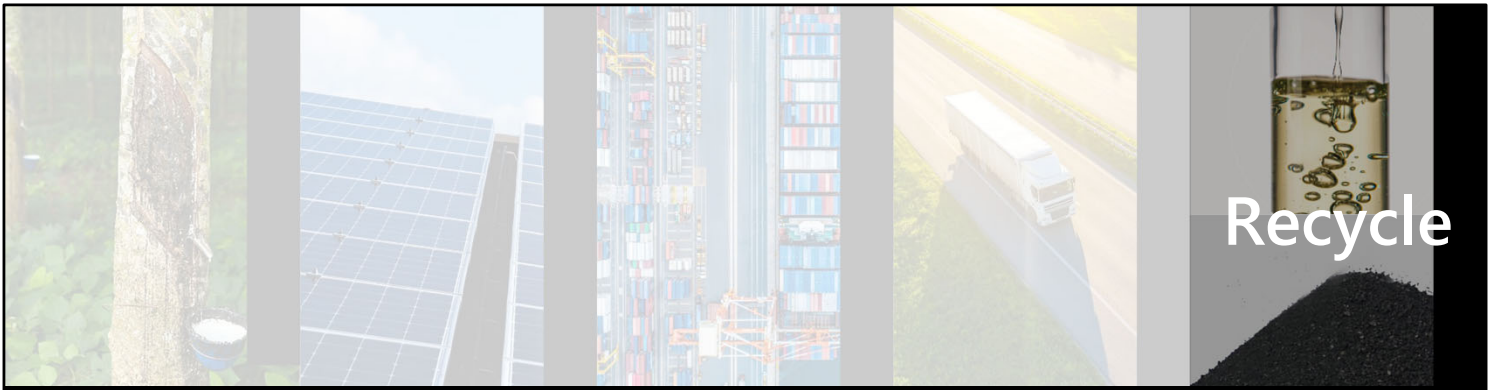
Production and logistics of motorsports tires will lead to driving carbon neutrality

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The production and logistics of motorsports tires will lead to driving carbon neutrality.

We will use 100% renewable energy in our motorsports tire production plants, and also take on the challenge to realize carbon neutral transportation through co-creation with our partners.



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

17/23

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Additionally, we will accelerate the evolution of recycling to “renew” used tires to raw material, leveraging motorsports as the starting point.

We will strive to realize chemical recycle that targets minimizing CO₂ emissions during recycling and accelerate our initiatives toward carbon neutrality and a circular economy.



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

18/23

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We will also aim for Net Zero across the value chain where we “produce”, “use” and “renew” tires to raw material.

Using motorsports tire development and operations as a starting point, we will accelerate the evolution of our entire Group toward the realization of our vision.



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.

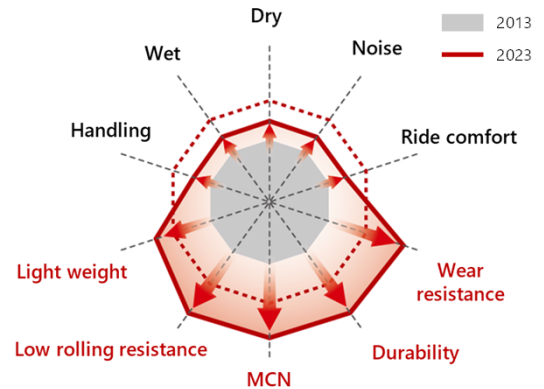
Realized 100% carbon neutral transportation through co-creation with DHL.



“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

From here, I would like to talk about concrete sustainable motorsports activities reflecting the initiatives I have explained so far.

First, an activity that has started the challenge for sustainability with ENLITEN at the core is the Bridgestone World Solar Challenge.

We have been the event’s title sponsor since 2013, and in this year’s event held in October in which we marked 10 years of our sponsorship, we introduced tires equipped with ENLITEN technology for the first time in motorsports.

In developing this tire, we started by accompanying teams to deeply understand the harsh conditions of traversing the approximately 3,000km from Darwin to Adelaide in Australia with limited electricity from sunlight, as well as solar car characteristics. We empowered teams fitted with our tires to maximize their performance by customizing and sharpening edge in desired performance – low rolling resistance, wear resistance and light weight.

At the same time, we were able to demonstrate our sustainable technology by doubling the ratio of recycled and renewable material to 63% from the previous event. Furthermore, with regards to tire transportation, we achieved 100% carbon neutral transportation through initiatives with DHL.

We will continue to evolve looking ahead to the next event.

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



Another sustainable motorsports activity in which we became title sponsor this year is the Bridgestone FIA ecoRally Cup, an international competition for EVs promoted by the FIA. In the rally, ordinary drivers participate with zero-emission vehicles such as EVs and FCVs, and compete for electricity consumption efficiency.

We are promoting this as an activity that both supports the realization of a carbon neutral mobility society through ENLITEN and supports the development of motorsports culture by being regionally-oriented.

This year, 6 races were held in 6 European countries, and some races were won by cars fitted with TURANZA 6, the first replacement tire equipped with ENLITEN. Linked with ENLITEN that will be rolled out in full scale for replacement tires, the event is planned to be expanded to 12 races in 10 countries next year and aimed to be expanded outside of Europe from 2025.

By collecting voices of ecoRally Cup participants who used ENLITEN-equipped tires, and connecting them to planning of new ENLITEN products, we will support the acceleration of the adoption of EVs from the ground up.

ABB FIA Formula E World Championship

**Selected as sole tire supplier
from the 2026-2027 season**

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



Finally, as the FIA announced earlier this month, Bridgestone has been selected as sole future tire supplier for the ABB FIA Formula E World Championship from the 2026-2027 season.

I am very glad to announce our return to an FIA World Championship for the first time in a decade and a half and to start our new challenge on this commemorative year marking the 60th anniversary of Bridgestone Motorsport.

Through the supply of tires to Formula E, we will further accelerate innovation globally and across the value chain as explained earlier. Guided by our mission "Serving Society with Superior Quality", we will continue contributing to the realization of a sustainable society.

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

Bridgestone will drive sustainable global motorsports activities to empower each and all to achieve their best, and be essential to the future of mobility.



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

23/23

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Motorsports is Bridgestone's passion. Always has been. Always will be.
We will continue to evolve it with our comrades who love motorsports.

Thank you for your attention.



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