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Partial Changes to the Articles of Incorporation

Tokyo (February 16, 2012) - Bridgestone Corporation (the “Company”) announced that its Board of Directors today resolved to submit the proposal for “Partial Changes to the Articles of Incorporation” to the Company’s 93rd annual shareholders’ meeting to be held on March 27, 2012. Details are as follows.

1. Reasons for the Change

For the purpose of promoting the Company's management reform on a group and global basis as well as enhancing the Company's corporate governance, it is proposed that the current Articles of Incorporation be modified in the following manner.

- (1) To allow the Company to appoint the Chairman of the Board, CEO and COO from among Directors (cf. new Paragraphs 2 and 3 of Article 21).
- (2) To assign the Chairman of the Board, in principle, to convene and preside at both General Meetings of Shareholders and Meetings of Board of Directors (cf. Amendments to Articles 15 and 22).
- (3) To clarify the current Article 28 as the provision referring to Corporate Officers other than CEO and COO and to abolish such executive positions as President and Executive Vice President, in line with the abovementioned new Paragraph 3 of Article 21 that provides for the appointment of CEO and COO (cf. Amendment to Article 28).

2. Details of the Change

The details of the change are described as attached.

3. Schedule

Date of the annual shareholders’ meeting	March 27, 2012(planned)
Effective date of the change	March 27, 2012(planned)

Attachment

(Underline indicates changes.)

Current Articles	Proposed Amendments
Article 1～Article 14 (Text omitted)	Article 1～Article 14 (Unchanged)
<p>Article 15 (Person with Right to Convene and Chairman) A general meeting of shareholders shall be convened by <u>the Representative Director</u> who shall act as chairman thereat. <u>If there is more than one Representative Director or the Representative Director is involved in an accident</u>, the Director as specified in accordance with the order previously determined by the Board of Directors shall convene and act as chairman of the same.</p>	<p>Article 15 (Person with Right to Convene and Chairman) A general meeting of shareholders shall be convened by <u>the Chairman of the Board</u> who shall act as chairman thereat. <u>If the Chairman of the Board is involved in an accident or the Chairman of the Board is vacant</u>, the Director as specified in accordance with the order previously determined by the Board of Directors shall convene and act as chairman of the same.</p>
Article 16～Article 20 (Text omitted)	Article 16～Article 20 (Unchanged)
<p>Article 21 (Representative Directors)</p> <p>The Representative Directors shall be appointed by a resolution of the Board of Directors.</p> <p>(Paragraphs 2 and 3 to be added)</p>	<p>Article 21 (Representative Directors, <u>Chairman of the Board, CEO and COO</u>) (Unchanged)</p> <p>2. <u>The Company may appoint the Chairman of the Board by a resolution of the Board of Directors.</u> 3. <u>The Company may appoint the CEO and the COO as the Directors in charge of executing overall business affairs by a resolution of the Board of Directors.</u></p>
<p>Article 22 (Person with Right to Convene Meeting of Board of Directors and Chairman) A meeting of the Board of Directors shall be convened by <u>the Representative Director</u> who shall act as chairman thereat. <u>If there is more than one Representative Director or the Representative Director is involved in an accident</u>, the Director as specified in accordance with the order previously determined by the Board of Directors shall convene and act as chairman of the same.</p>	<p>Article 22 (Person with Right to Convene Meeting of Board of Directors and Chairman) A meeting of the Board of Directors shall be convened by <u>the Chairman of the Board</u> who shall act as chairman thereat. <u>If the Chairman of the Board is involved in an accident or the Chairman of the Board is vacant</u>, the Director as specified in accordance with the order previously determined by the Board of Directors shall convene and act as chairman of the same.</p>
Article 23～Article 27 (Text omitted)	Article 23～Article 27 (Unchanged)
<p>Article 28 (Corporate Officers) The Company may appoint a corporate officer or officers by a resolution of the Board of Directors. The Board of Directors shall elect a corporate officer or officers from among the Directors and/or employees of the Company, assign to each elected corporate officer the duty to execute business affairs as determined by the Board of Directors, and grant him/her an executive position, such as <u>President, Executive Vice President</u>, Senior Vice President or Vice President.</p>	<p>Article 28 (Corporate Officers) <u>In addition to the CEO and the COO appointed pursuant to the above Paragraph 3 of Article 21</u>, the Company may appoint a corporate officer or officers by a resolution of the Board of Directors. The Board of Directors shall elect a corporate officer or officers from among the Directors and/or employees of the Company, assign to each elected corporate officer the duty to execute business affairs as determined by the Board of Directors, and grant him/her an executive position, such as Senior Vice President or Vice President.</p>
Article 29～Article 39 (Text omitted)	Article 29～Article 39 (Unchanged)