



FIA PARTNERS WITH BRIDGESTONE ON ECORALLY CUP INITIATIVE

GENEVA, SWITZERLAND & TOKYO, JAPAN. 10 March 2023

The Fédération Internationale de l'Automobile, the not-for-profit world governing body of motor sport, is partnering with Bridgestone in a ground-breaking collaboration as the title partner of the Bridgestone FIA ecoRally Cup and putting its name to the FIA regularity and energy consumption series.

The new multi-year support of Bridgestone will boost the ecoRally Cup which aims to address major environmental concerns like energy saving and also foster positive behaviors of motor sport competitors.

This competition, which was created in 2006, is entirely devoted to electric vehicles running in regularity events. The vehicles used in the competition are road production vehicles with an electric drivetrain, which have valid registration documents for public road use, without any kind of modification to the car. This allows competitors to use their vehicles intended for daily use.

The event provides Bridgestone an opportunity to further promote "ENLITEN", a combination of multiple cutting-edge technologies providing maximum safety, outstanding tyre performance and improved sustainability characteristics, while ensuring that Bridgestone tyres are EV ready. Additionally, Bridgestone's involvement will lead to more engagement from FIA Member Clubs, a commitment of the brand to international motor sport, and a focus on road safety initiatives.

The announcement was made today in front of special guests and media at the Fuji Speedway Circuit in Japan - where Tomoyuki Takagi, Executive Director of Global Marketing Strategy, Bridgestone Corporation revealed the new brand identity and said "We are proud to support the ecoRally Cup through partnership with the FIA. This partnership aligns with the Bridgestone E8 Commitment, our corporate commitment which accelerates our transformation to a sustainable solutions company. We aim to inspire excitement and spread joy to the world of mobility while striving to achieve the realization of a carbon neutral mobility society with our technologies and initiatives like the FIA ecoRally Cup."

Andrew Wheatley, Director of FIA Rally Department, said: "We are pleased to have the long-term support of Bridgestone on the FIA ecoRally Cup project. This partnership will enable the event to reach new audiences through geographical expansion and raise the sustainability profile of the competition. Energy saving and responsible motor sport and mobility are central to the sustainability aims of the FIA."

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About the FIA:

The FIA is the governing body for world motor sport and the federation of the world's leading motoring organisations. Founded in 1904, with headquarters in Paris, the Fédération Internationale de l'Automobile (FIA) is a non-profit making association. It brings together 241 international motoring and sporting organisations from 146 countries on five continents. Its member clubs represent millions of motorists





and their families. The FIA administers the rules and regulations for international four-wheeled motor sport competitions around the world, including the FIA Formula One World Championship, FIA World Rally Championship, FIA World Endurance Championship, ABB FIA Formula E World Championship, FIA World Rallycross Championship, FIA World Rally-Raid Championship, FIA Karting World Championship.

About Bridgestone:

Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

<https://www.bridgestone.com/>

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