

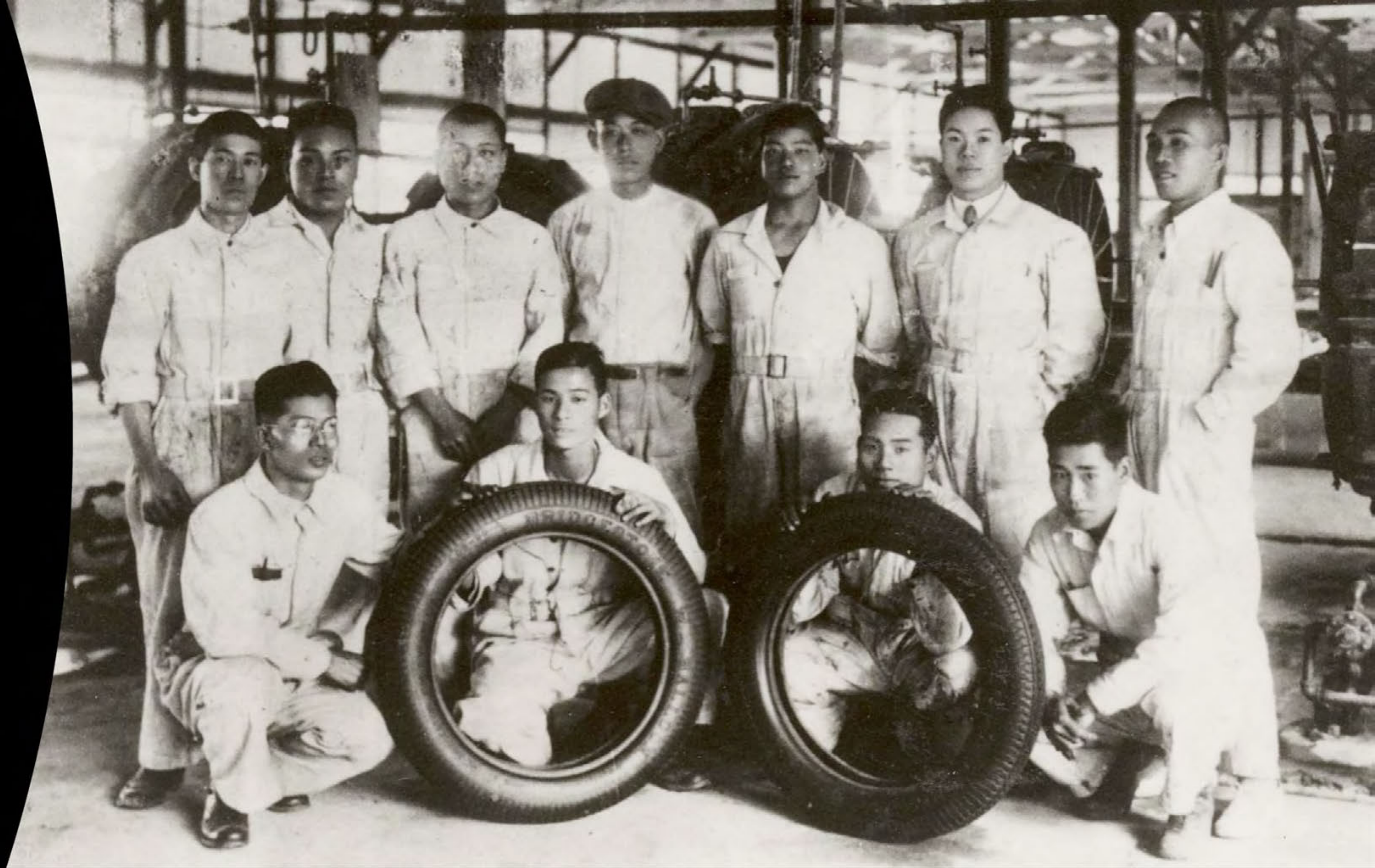


Bridgestone 3.0 Journey
Corporate Commitment

Foundation

1931

Bridgestone 1.0



Company Code:

"Serving Society with Superior Quality"

Shojiro Ishibashi

社は是
最高の品質で
社会に貢献
石橋正二郎

Bridgestone 1.0

From Japan to Asia



Firestone

Second foundation
1988 Firestone merger
Bridgestone 2.0



Toward a global company





bandag

2007-

Toward a global company



 **webfleet
solutions**
a Bridgestone company

2019-

Third foundation

2020

Bridgestone 3.0

Bridgestone 3.0 Journey

Vision

2050

**Bridgestone continues to provide
social and customer value as a sustainable solutions company**



Corporate Commitment

Bridgestone E8 Commitment

**Axis to drive management
while earning the trust of future generations**



Toward 2050, Bridgestone is evolving into a sustainable solutions company.

Born of our enduring Bridgestone values, this is our personal E8 Commitment to support the realization of a sustainable society.

Energy Committed to the realization of a carbon neutral mobility society.

Ecology Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations.

Efficiency Committed to maximizing productivity through the advancement of mobility.

Extension Committed to nonstop mobility and innovation that keeps people and the world moving ahead.

Economy Committed to maximizing the economic value of mobility and business operations.

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

Ease Committed to bringing comfort and peace of mind to mobility life.

Empowerment Committed to contributing to a society that ensures accessibility and dignity for all.

Bridgestone E8 Commitment to Our Future

For the sake of the Earth, which future generations of children have entrusted in our care.

Together with you.



Energy





Energy

**Committed to the realization of
a carbon neutral mobility society**



Innovative tire technology "ENLITEN" :
Optimal for EV fitment

Energy

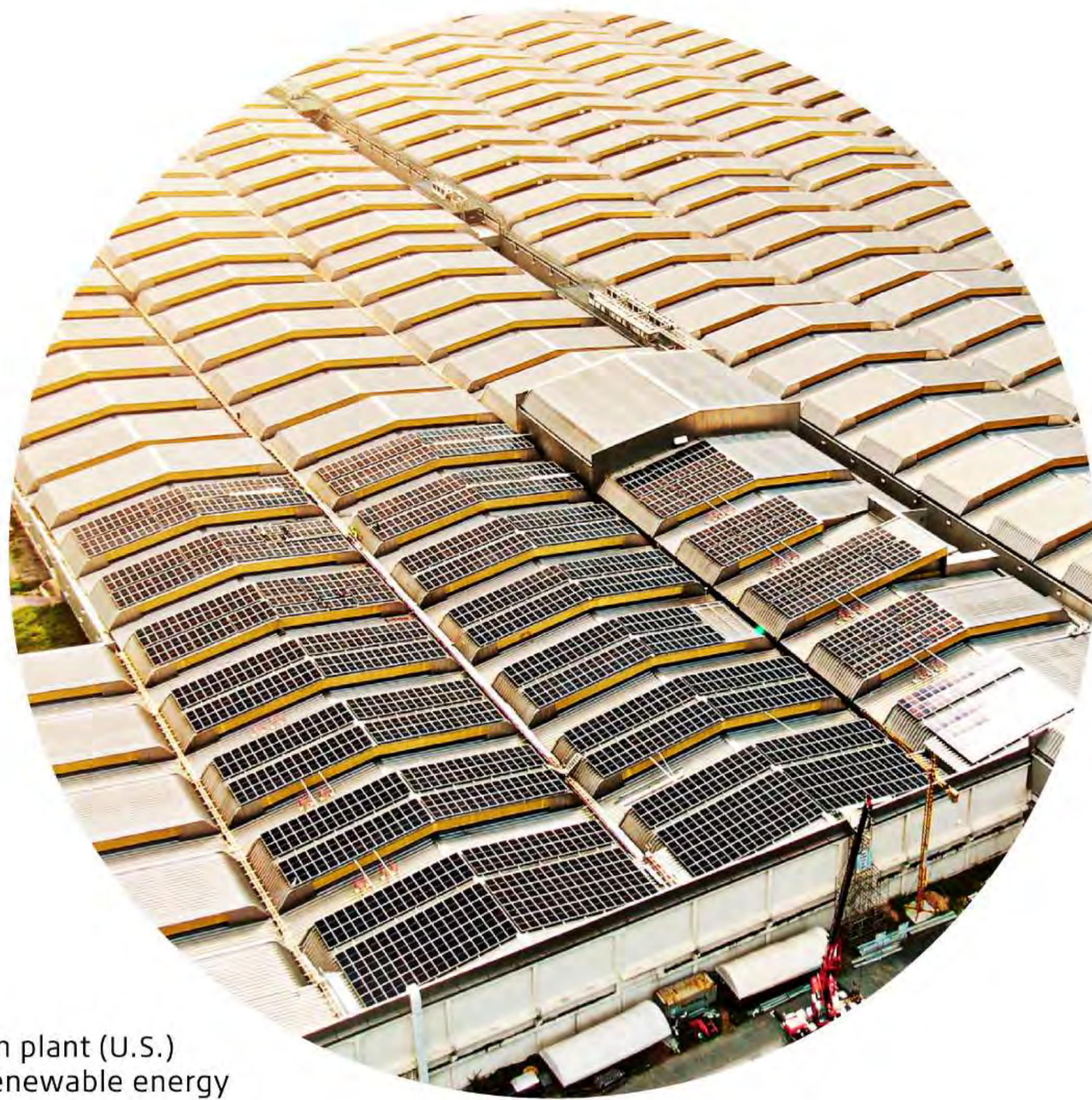
**Committed to the realization of
a carbon neutral mobility society**



EV charging station

Energy

**Committed to the realization of
a carbon neutral mobility society**



Aiken plant (U.S.)
Use of renewable energy

Energy

**Committed to the realization of
a carbon neutral mobility society**



Tirematics:
Air pressure management /
Fuel efficiency improvement

Energy

**Committed to the realization of
a carbon neutral mobility society**



Ecology





Ecology

**Committed to advancing sustainable tire technologies
and solutions that preserve the environment
for future generations**



Resource circulation business:
Retread tire

Ecology

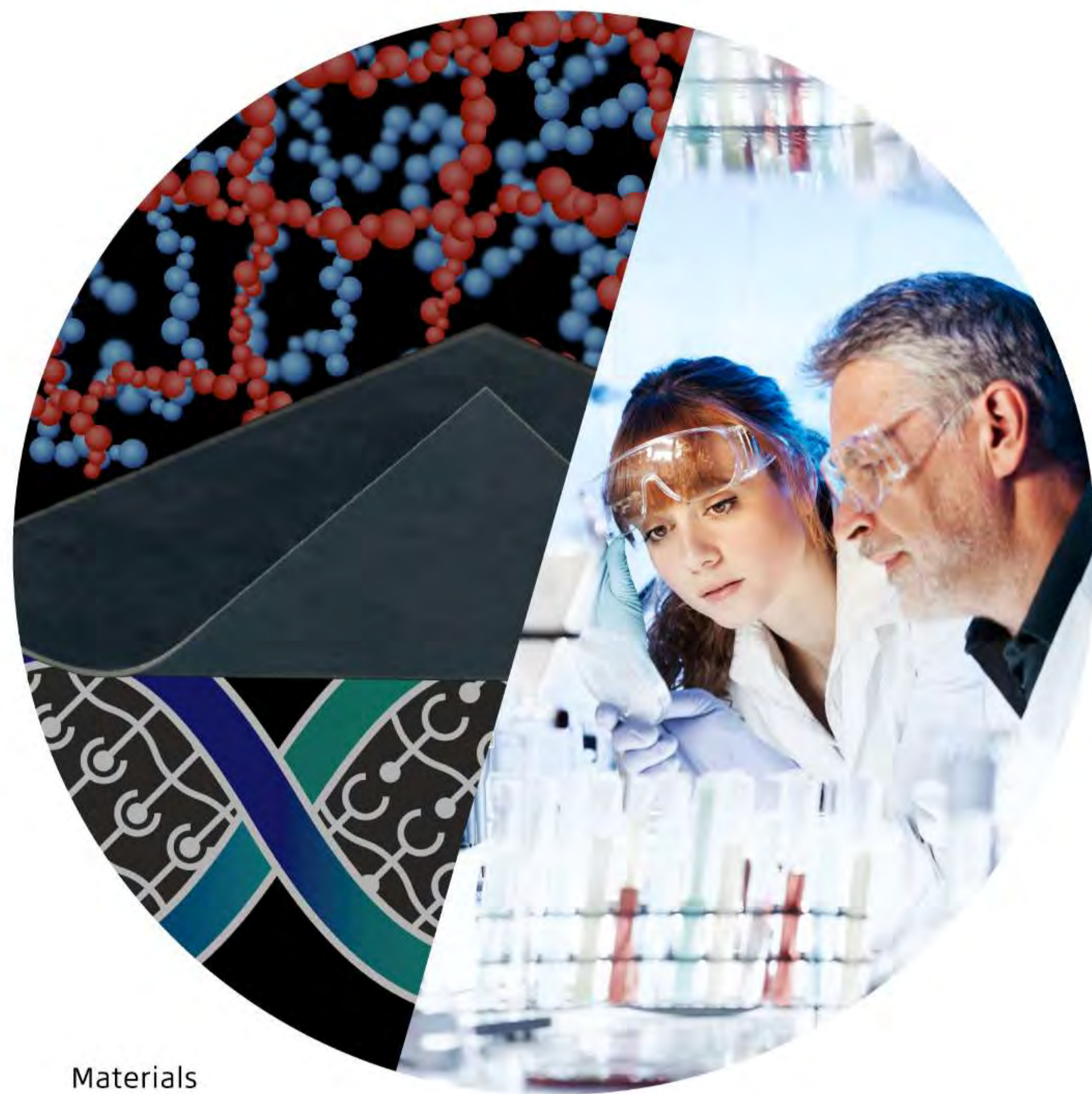
**Committed to advancing sustainable tire technologies
and solutions that preserve the environment
for future generations**



Guayule

Ecology

**Committed to advancing sustainable tire technologies
and solutions that preserve the environment
for future generations**



Materials

Ecology

**Committed to advancing sustainable tire technologies
and solutions that preserve the environment
for future generations**



In harmony with nature
(ECOPIA's forest)

Ecology

**Committed to advancing sustainable tire technologies
and solutions that preserve the environment
for future generations**



Efficiency





Efficiency

**Committed to maximizing productivity
through the advancement of mobility**



Fleet solutions:
Supporting efficient
operations of customers

Efficiency

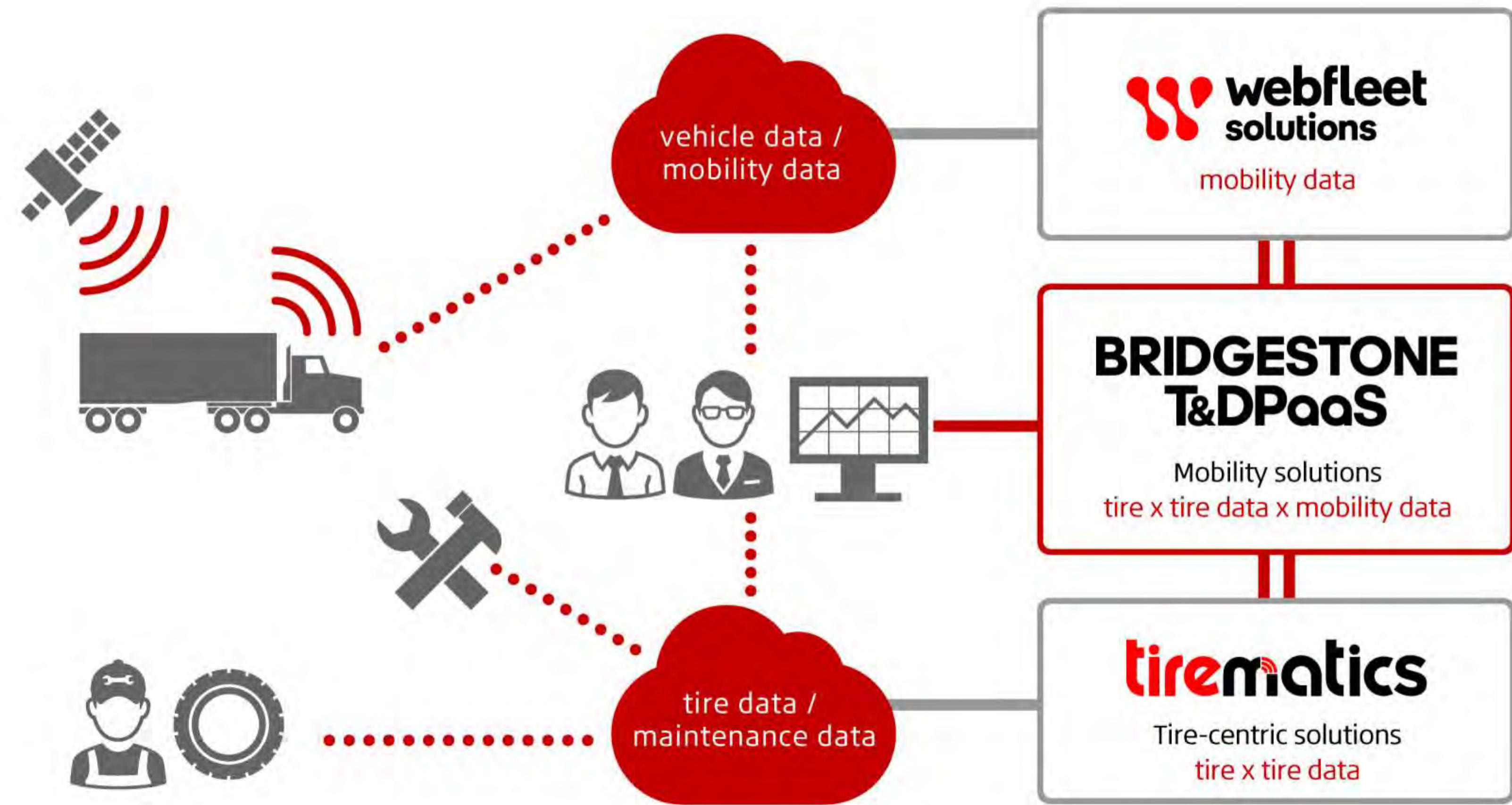
**Committed to maximizing productivity
through the advancement of mobility**



Dan-Totsu service
Dan-Totsu network

Efficiency

**Committed to maximizing productivity
through the advancement of mobility**



Efficiency

Committed to maximizing productivity
through the advancement of mobility



Extension





Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Mining solutions:
Maintenance on-site

Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Mining solutions:
Mining Solution Centre

Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Mobile van service

Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Nonstop mobility

Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Hydraulic hose
Mobile van

Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Tires for Lunar Cruiser

Extension

**Committed to nonstop mobility and innovation
that keeps people and the world moving ahead**



Economy





Economy

**Committed to maximizing the economic value of
mobility and business operations**



Fleet solutions:
Tirematics
Reduction of CO₂, resource
productivity improvement

Economy

**Committed to maximizing the economic value of
mobility and business operations**

New tire (conventional) × 3



=

Resource productivity (Efficient use of resources) Greenhouse gas emissions (calculated based on CO₂ emissions)

100

100

-50%

-48%

New tire (fuel efficient) + Retread tire × 2



=

50*

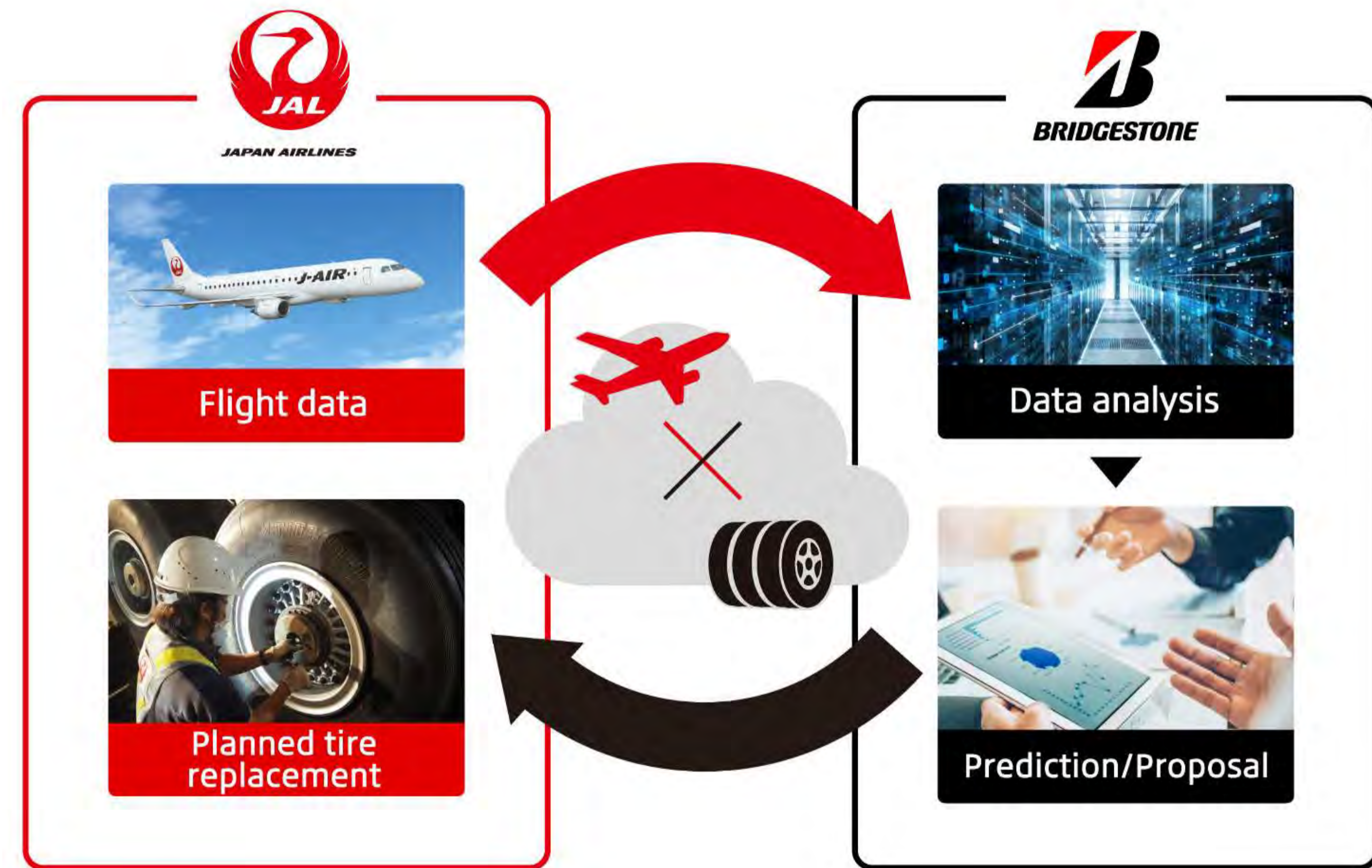
52*

*Calculated for Truck & Bus tire (275/80R22.5) based on Tire LCCO₂ Calculation Guideline Ver 2.0 (The Japan Automobile Tyre Manufacturers Association, Inc.)

Fleet solutions:
Multiple retread

Economy

Committed to maximizing the economic value of mobility and business operations



Aviation solutions

Economy

Committed to maximizing the economic value of mobility and business operations



Emotion





Emotion

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



Motorsport:
SUPER GT

Emotion

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



Motorsport:
Suzuka 8 Hours

Emotion

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



Motorsport:
Indianapolis 500®

Emotion

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



Solar car race

Emotion

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



Sports bicycle

Emotion

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



Golf ball

Emotion

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



Ease





Ease

**Committed to bringing comfort and
peace of mind to mobility life**



"Tires carry life"

Ease

**Committed to bringing comfort and
peace of mind to mobility life**



Bicycle carrying children

Ease

**Committed to bringing comfort and
peace of mind to mobility life**



Aircraft tires

Ease

**Committed to bringing comfort and
peace of mind to mobility life**



Seismic isolation bearing

Ease

**Committed to bringing comfort and
peace of mind to mobility life**



Empowerment





Empowerment

Committed to contributing to a society that ensures accessibility and dignity for all



Para athlete support

Empowerment

Committed to contributing to a society that ensures accessibility and dignity for all



Para athlete support

Empowerment

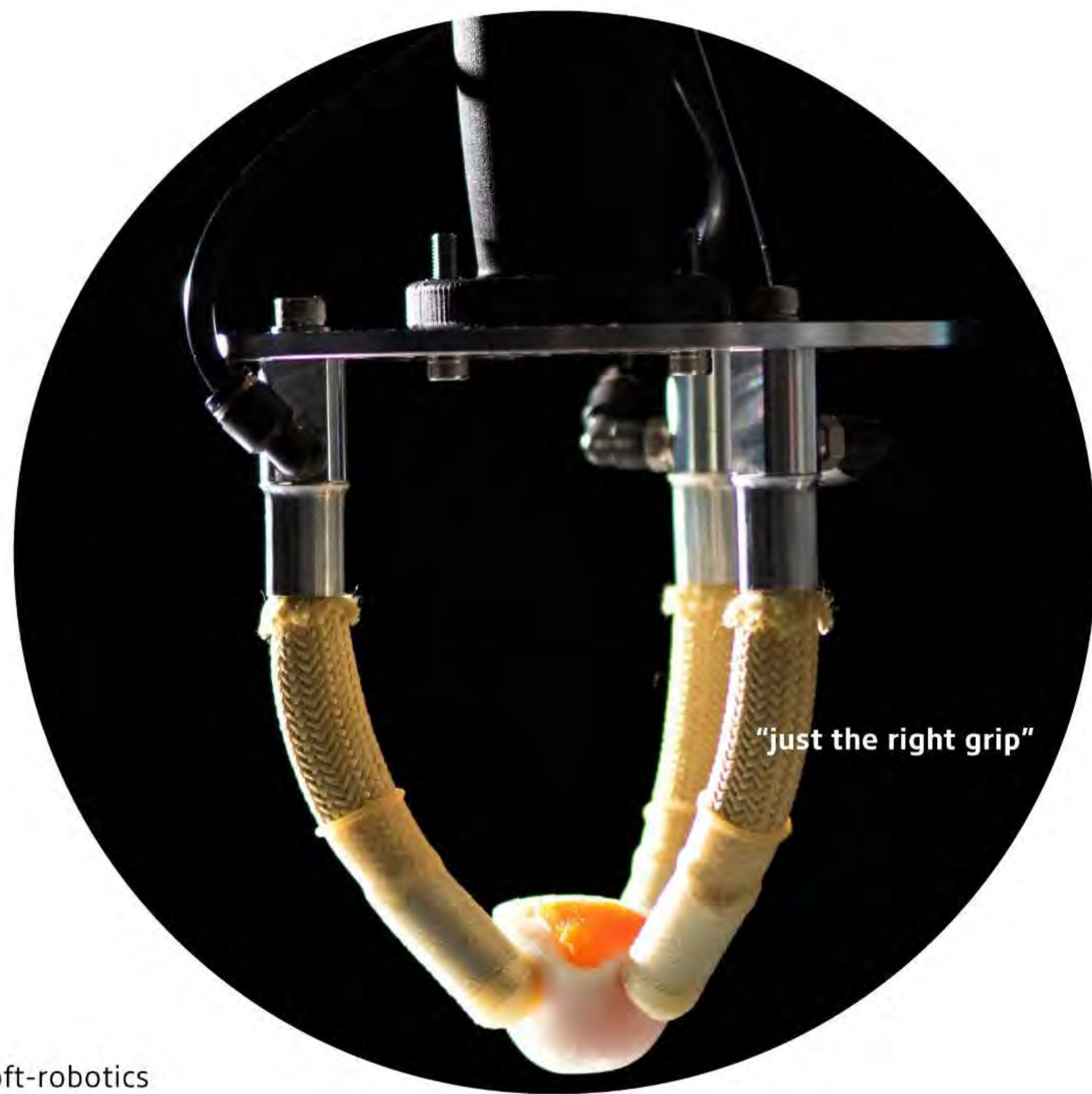
Committed to contributing to a society that ensures accessibility and dignity for all



Collaboration with
the Breast Cancer Foundation

Empowerment

**Committed to contributing to a society that
ensures accessibility and dignity for all**



Soft-robotics

Empowerment

Committed to contributing to a society that ensures accessibility and dignity for all



Bridgestone-like 8 "E"s

Bridgestone-like 8 values

**Bridgestone-like "purpose" and "process"
for value co-creation between teammates,
society, partners and customers**



Corporate commitment

**8 Bridgestone-like clear vectors
for transformation**

Bridgestone 3.0 Journey



Bridgestone 3.0 Journey
Pursuit of social and customer value
Pursuit of sustainability and corporate growth

**Confronting & overcoming
various challenges and obstacles,
Bridgestone will continue advancing**



Bridgestone
E8 Commitment
to Our Future



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