

New Core Competency

Building New Brand Power: Promoting Sustainable Global Motorsports

60th Anniversary of Bridgestone Motorsport—Journey for Excellence

Bridgestone E8 Commitment

Energy

Ecology

Emotion

Bridgestone celebrates the 60th anniversary of its motorsports activities in 2023. For the Group, motorsports is its starting point as a tire manufacturer and represent a “challenge for excellence”. On this anniversary year, the Group will return to its starting point and restart its global journey for excellence. Placing sustainability at the core, the Group will reinforce activities to achieve sustainable global motorsports. Furthermore, it will evolve the global brand power it has built over 60 years of motorsports activities to create a new brand power, striving to build a sustainable global premium brand.

» The Journey and Challenges of Bridgestone’s Motorsports Activities

For over a century since its beginning at the end of the 19th century, motorsports have helped the development of the automobile and contributed to the evolution of mobility, pushing cars to their limits and demanding maximum performance and durability in extreme racing conditions. For the Bridgestone Group also, motorsports have always been a “challenge for excellence”. Repeatedly taking on the challenge of ensuring safety and peace of mind as stated in the Group’s fundamental principle of “tires carry life” and supporting the motion of vehicles in races where both cars and drivers challenge the limit in extreme conditions is what made Bridgestone what it is today.

The Group first participated in Japanese motorsports with the first Japan Grand Prix in 1963, and then began expanding its activities from Japan to the world taking part in a variety of motorsports activities. Bridgestone returned to the INDYCAR® SERIES in 1995 and also started participating in F1® from 1997 and MotoGP™ from 2002, supporting global motorsports from the ground up at the pinnacle of the world stage. Currently the Group has moved away a little from global circuits, but in the 1990s Bridgestone participated in and stood on the podium in each of the Triple Crown of Motorsport (the world’s most prestigious motor races): the F1® Monaco Grand Prix, the Indianapolis 500®, and the 24 Hours of Le Mans.

» What We Obtained through Our Challenge for Excellence

The experience gained through motorsports not only fostered the Group’s passion as a tire manufacturer, but also elevated its technology and development capabilities for tires used in harsh environments. It also refined operation under extreme conditions such as the supply of tires to races that travel around the world in short periods of time. It can be said that motorsports was the grounds where the Group refined comprehensive capabilities that serve as the

foundation of its business today. Proving performance through racing enabled Bridgestone to be recognized as a global premium brand, gaining the trust of customers and becoming the driving force for the Group’s current global business based on premium tires. Additionally, the challenge for excellence has contributed to talent development in diverse business domains within the Group, from engineers to business personnel. The technology and brand power refined in the field through these challenges have contributed to the establishment of the Group’s premium product brands such as POTENZA, a sports tire brand, and BATTLAX, a high performance motorcycle tire brand, driving the expansion of the premium tire business of today.

» Toward Sustainable Global Motorsports

The starting point in Bridgestone 3.0, where the Group is accelerating its transformation to a sustainable solutions company as set out in its vision, is motorsports and its challenge for excellence. The Group is revisiting its starting point as a tire manufacturer and restarting its journey for excellence.

The Group will continue to support the development of motorsports culture and take on the challenge of evolving its activities into sustainable global motorsports activities combining real (physical) and digital capabilities.

By promoting sustainable global motorsports, the Group will further reinforce management, and also enhance sustainability, which is placed at the core of management and business, Bridgestone’s pride and passion, and the four elements of Bridgestone’s DNA—“focus on quality”, “respect for being on-site”, “being attentive and supportive of customer problems”, and championing a “challenging spirit”. Motorsports activities also enhance agility, which is required of current and future business management in order to respond quickly to change. The Group will leverage the above activities as a starting point to realize agile and sustainable management. Especially for sustainability, the Group will refine its comprehensive capabilities acquired



Return to the INDYCAR® SERIES



F1®



MotoGP™ (2015 Round 18 Valencia)

so far as a tire manufacturer, and by pursuing “excellence” continue to support sustainable motorsports from the ground up.

As one such effort, the Group is driving development of tires containing a high ratio of recycled and renewable resources such as race tires using natural rubber extracted from guayule shrubs, which can be grown in arid regions. In 2022, tires using guayule were supplied to the NTT INDYCAR® SERIES and proved their performance.

The Group’s sustainability initiatives have been recognized and awarded the highest rank Three Star Environmental Accreditation by the FIA (Fédération Internationale de l’Automobile).



Race tires made with natural rubber derived from guayule

The Group will continue to broadly and steadily support various Japanese and overseas motorsports, ranging from four-wheels and motorcycle races to digital racing, and from top-level professional race series to grassroots amateur races.



Bridgestone World Solar Challenge



Support for eMotorsports

» Motorsports Activity Plan

Going forward, the Group’s motorsports activities will be developed around two pillars: sustainability and the development of motorsports culture. In terms of sustainable global motorsports activities, the Group supports the Bridgestone World Solar Challenge, a solar car event that Bridgestone will serve as title sponsor until 2031. The Group has also broadened its scope by becoming an official partner of the Bridgestone FIA ecoRally Cup, a new international competition for EVs promoted by the FIA, to further support the realization of a carbon neutral mobility society.

Toward the development of motorsports culture, the Group also supports eMotorsports, promoting the appeal and excitement of motorsports and further expanding the motorsports fanbase.

» “Co-Creation” from Inspiring Excitement and Spreading Joy to the World of Mobility

The Group’s commitment and passion to continue providing driving excitement in the coming 10 to 20 years, and to continue supporting motorsports culture development is represented in the Bridgestone E8 Commitment as “Emotion: Committed to inspiring excitement and spreading joy to the world of mobility”. The Group hopes that enjoying motorsports with numerous comrades, sharing emotions, and acquiring empathy toward its challenges will lead to co-creation for the future to realize a sustainable society. Together with its employees, society, partners, and customers, the Group will accelerate its journey for excellence by turning the engine of sustainable motorsports.