

Diversified Products Business

Bridgestone E8 Commitment

- Energy
- Extension
- Emotion
- Ease

Sharply Focus on Areas Where Bridgestone’s Core Competencies Can Be Leveraged: Enhance Premium Segment and Solutions

The diversified products business, which sharply focuses on areas where Bridgestone’s core competencies can be leveraged, will create social value and customer value centered on enhancing the premium segment, offering solutions, and promoting sustainability in the same way as the premium tire business. In Mid Term Business Plan (2021-2023), the Group is increasing production capacity for air springs for EVs in the United States, premium rubber tracks in Europe, and premium hydraulic hoses in Asia. Major initiatives are presented below.

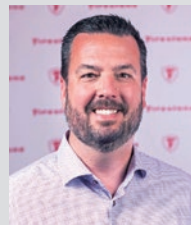
» Premium Hydraulic Hoses

Supporting Nonstop Operation for Various Industries

Hydraulic hoses are used in construction machinery around the world, such as on excavators. The Group’s hydraulic hose business is based on the Dan-Totsu products born from technology for “mastering forming hybrid polymer” (for handling rubber) and on core competencies such as the Group’s global manufacturing and sales footprint. Its strength is its business model that links original equipment, replacement and solutions. Through the investment made to expand production capacity for premium hydraulic hoses at the Thailand plant in 2022, the Group reinforced its structure for the “produce and sell” phase. In addition, for the product “use” phase, the Group will amplify its value proposition by enhancing solutions that leverage the Group’s leading global network of sales channels, which includes mobile van services in the United States.

» Air Springs for EVs: Support the Shift to EVs

The air spring business in the United States leverages innovative technologies to develop and manufacture air springs which support improved electricity consumption and battery protection for EVs. As global demand for EVs continues to grow, the Group is taking measures such as expanding its production capacity for air springs for EVs at its plant in Williamsburg, United States, contributing to the realization of a carbon neutral mobility society from the ground up.



Justin Monaghan

President, Firestone Airide
Bridgestone Americas, Inc.

At Firestone Airide which develops the air spring business mainly in the United States, we continue to drive innovative air spring technology designed to eliminate vibration and harshness across global transportation and work as a key enabler for a safer, more efficient, accessible, sustainable, and connected mobility experience in order to contribute to the evolution of a mobility society. Through air springs specifically designed for EVs, we will continue to support the realization of a carbon neutral mobility society from the ground up with the creation of social value and customer value.

• Overview and Core Competencies in the Diversified Products Business

