

Bridgestone Motorsport's 60<sup>th</sup> Anniversary

# Journey for Excellence

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March 10, 2023

Bridgestone Corporation  
Member of the Board, Global CEO and Representative Executive Officer

Shuichi Ishibashi

# Challenge for excellence



1931



1988



From Japan, to Asia and the world  
Supporting safety and peace of mind in mobility

Tires carry life



# **BRIDGESTONE** *Motorsport*

Challenge to ensure safety and peace of mind,  
and support the motion of vehicles in extreme conditions



1960s

Bridgestone's challenge  
in motorsports



1963  
First Japan Grand Prix



1964  
Joint development of  
full-fledged racing tires

1970s

Starting point  
toward global motorsports

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1976

Participation in F1<sup>®</sup> Grand Prix in Japan

1980s -

Building foundations to  
challenge the world's top races



1981  
Participation in the European F2 Championship



1991  
Participation in DTM

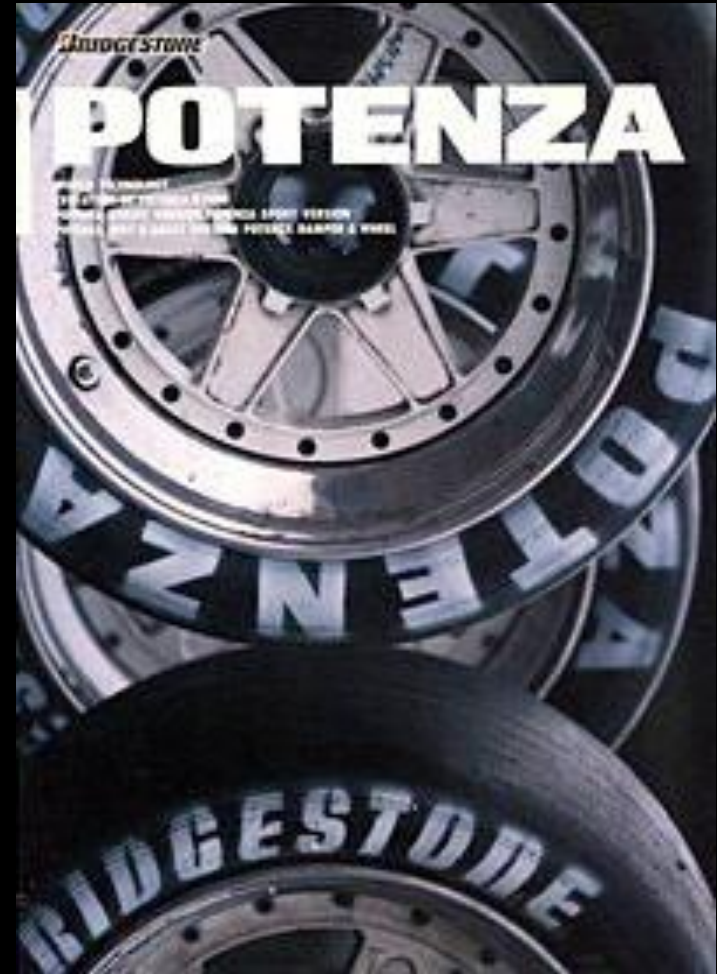


# 1980s

## Building global premium tire brands

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- '79 POTENZA brand born
- '84 Launch of POTENZA RE71
- '86 POTENZA RE71 selected as original equipment on Porsche 959

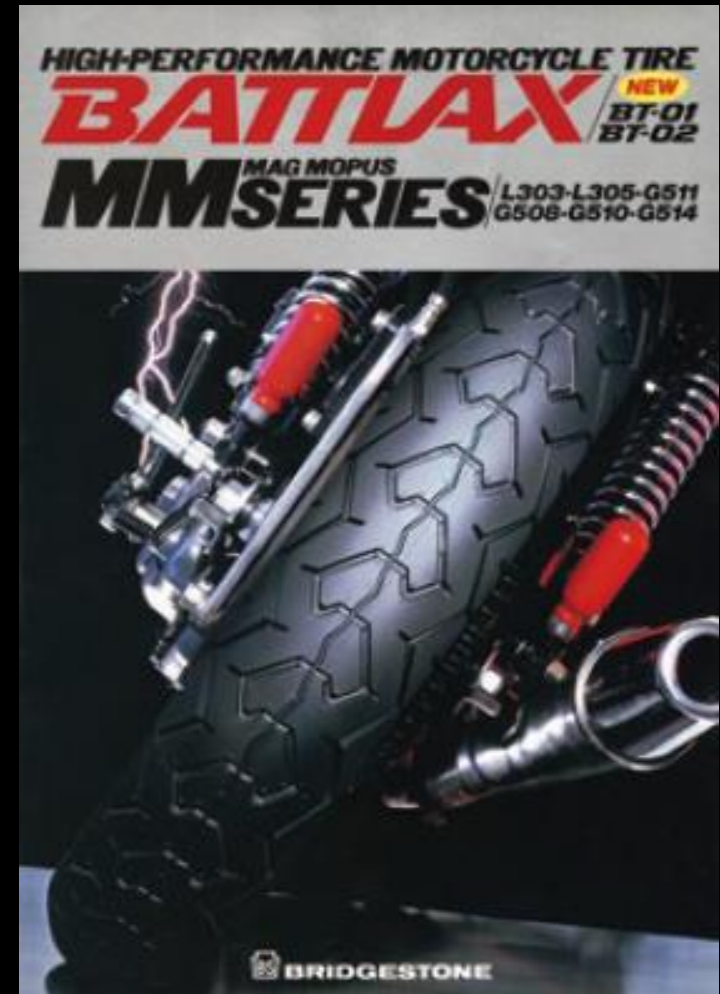


# 1980s

## Building global premium tire brands

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- '83 BATTLAX brand born
- '85 BATTLAX used in  
Suzuka 4 Hours Endurance Race



1995

Return to INDY500

**FIRESTONE PRIDE**



1990s

Participating in  
the world's top races

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F1®



INDY500



24 Hours of Le Mans

1990s -

1997 - 2010

Participation in F1®



2002 - 2015

Participation in  
MotoGP™



MotoGP™ Round 18 (Valencia)

What we obtained through  
the challenge for excellence



Global journey for excellence

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Toward sustainable global motorsports

Sustainable global  
motorsports  
= “Accelerator”

Toward a sustainable  
solutions company

Excellence in business management:  
To realize agile and sustainable business management



Sustainable global  
motorsports  
= “Accelerator”

Sustainability

Pride & Passion

Bridgestone DNA

“Focus on quality” “Respect for being on-site”  
“Being attentive and supportive of customer problems”  
“Challenging spirit”

Technological capability,  
comprehensive operational capabilities, brand power,  
talent development



Excellence in business management:  
To realize agile and sustainable business management

# Challenge for excellence also in sustainability



Guayule INDY tire



Green & Smart factory

Sustainable global  
motorsports  
= “Accelerator”



Toward a sustainable global premium brand

# 2023 Motorsport Plan

## Sustainable motorsports

## Support the development of motorsports culture



Bridgestone World Solar Challenge



SUPER GT



INDYCAR SERIES



EWC/  
Suzuka 8 Hours Endurance Race



Bridgestone FIA ecoRally CUP

New activities in celebration of our 60<sup>th</sup> Anniversary



Bridgestone deeply thanks the drivers,  
riders, teams, manufacturers, organizers,  
and those who love motorsports  
who share our journey.





# Bridgestone E8 Commitment

## Emotion

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





# Bridgestone E8 Commitment

## Emotion

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



Enjoy and share emotions together.  
From interaction with empathy to co-creation.



# Bridgestone E8 Commitment

**Emotion**

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



Accelerate the journey for excellence,  
together with you



**BRIDGESTONE**  
*Motorsport*

60<sup>th</sup>