

For Immediate Release

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Bridgestone Announces ¥25 Billion Strategic Investment at Kitakyushu Plant for Mining and Construction Vehicle Tires

- **Bridgestone will invest ¥25 billion to upgrade equipment at the Kitakyushu Plant as part of strategic investments based on its Mid Term Business Plan (2024-2026).**
- **Through this investment, Bridgestone will further enhance off-the-road tire and mining solutions business to support customers globally, also aim for sustainability.**

Tokyo (August 6, 2024) — Bridgestone Corporation (Bridgestone) today announced that it will invest ¥25 billion to upgrade equipment for certain facilities at the Kitakyushu Plant, which produces tires for mining and construction vehicles. This upgrade will be completed by the end of 2027. This strategic investment is a part of Bridgestone's Mid Term Business Plan (2024-2026) to focus on delivering value over volume as it strengthens its off-the-road (OTR) tire business, which drives the Company's premium tire business.

The Kitakyushu Plant is the strategic global production base for OTR tires, including Bridgestone's Dan-Totsu products*¹ - "Bridgestone MASTERCORE," and supplies to customers globally. This strategic investment will not only ensure a high quality and stable supply, but also further elevate the level of safety, disaster prevention, eco-friendliness, quality, and productivity. Furthermore, the investment will enhance production technology for the future generation of Dan-Totsu products. Through this investment, Bridgestone is committed to contributing to the local community and supporting the realization of a sustainable society with safety and peace of mind. As the investment focuses on upgrading existing equipment, the production volume will remain at current level.



A tire for Mining vehicle produced at Kitakyushu Plant

About Bridgestone's OTR tires and Mining Solutions Business

- Dan-Totsu products - "Bridgestone MASTERCORE"
 - Expansion and enhancement of "New Premium"

Bridgestone MASTERCORE, a flagship product in Bridgestone's Dan-Totsu product, realizes ultra-high durability based on the combination of our new unique technologies including steel cord manufactured in-house. Bridgestone MASTERCORE enables us to provide the optimal performance customized to each customer's need and the operating condition of each vehicle by further improving its robust durability and other desired tire performance without sacrificing other performances. Since its announcement in August 2020², it has been deployed in approximately 100 mines globally and its value has been recognized by many mining companies. Bridgestone continues to enhance Dan-Totsu product power through the development of Bridgestone MASTERCORE.

- Expansion of Mining Solutions
 - To create new value by fusing strong physical and digital capabilities, and enhance initiatives for Sustainability

With Bridgestone MASTERCORE at the core, Bridgestone is expanding its mining solutions to maximize productivity and economic value in mining operations. This is achieved by fusing strong physical capabilities with digital technologies. Bridgestone's physical capabilities include field engineering services at mining sites (Genbutsu-Genba) for tire maintenance and optimal use, supported by a global service solution network of approximately 130 sites. By fusing these strong physical capabilities and the digital capabilities, such as AI-driven tire and vehicle data analytics,

Bridgestone aims to evolve and expand its mining solutions. The solutions are further enhanced by vehicle operation data shared from customers based on trusts.

In July 2023, Bridgestone started to offer a new mining solutions service that optimize tire maintenance timing and vehicle operation routes with tire durability prediction model by leveraging AI to build its unique algorithms. This service was firstly introduced to the Spence copper mine (Pampa Norte operation) in Chile, operated by BHP Group Limited & Plc.

Bridgestone amplifies the value of its Dan-Totsu products at the stage where customers use tires to solve their problems. The company contribute to sustainability by improving resource productivity since using tires safer, longer, better and more efficiently reduces the number of tires used.

Through the development of Bridgestone MASTERCORE and enhancement of mining solutions, Bridgestone strives to achieve the corporate commitments of "Efficiency: Committed to maximizing productivity through the advancement of mobility" and "Ecology: Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations" described in the "Bridgestone E8 Commitment." *4

Overview of the Kitakyushu Plant

1. Location : Kitakyushu, Fukuoka Prefecture, Japan
2. Start of operation : June 2009
3. Plant Manager : Yuki Otani
4. Number of employees : 575 (as of December 31, 2023)
5. Area : 374,230 m²
6. Production : Off-the-road Radial Tires for Mining and Construction Vehicles
7. Production Volume : 170t/day (as of January 1, 2024)

*1 "Dan-Totsu" refers to Bridgestone's direction to be the clear and absolute leader.

*2 [2020/08/07 New Bridgestone MasterCore Tire Line Provides Mine Sites With Customized Tire Performance](#)

*3 [2023/11/09 Bridgestone Supplies New Mining Solution Service to BHP's Spence Mine Using Proprietary Tire Durability Algorithm](#)

*4 The Bridgestone Group established its corporate commitment, the "[Bridgestone E8 Commitment](#)" to help it realize its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." This commitment will serve as the Group's axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of eight uniquely Bridgestone values starting with the letter "E" (Energy,

Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through distinctly Bridgestone purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

About Bridgestone Corporation:

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.

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