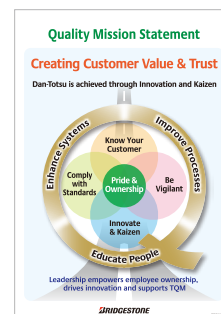


Mission, Corporate Philosophy, and Vision

社是
最高の品質で
社会に貢献
石橋正二郎

Company Code:
Serving Society with Superior Quality
Shojiro Ishibashi



[The Bridgestone Essence \(Corporate Philosophy\)](http://www.bridgestone.com/corporate/philosophy/)
www.bridgestone.com/corporate/philosophy/

[Safety Mission Statement](http://www.bridgestone.com/responsibilities/social/safety_health/index.html)
www.bridgestone.com/responsibilities/social/safety_health/index.html

[Quality Mission Statement](http://www.bridgestone.com/responsibilities/social/consumer/index.html)
www.bridgestone.com/responsibilities/social/consumer/index.html

[Environmental Mission Statement](http://www.bridgestone.com/responsibilities/environment/vision/index.html)
www.bridgestone.com/responsibilities/environment/vision/index.html

Bridgestone 3.0 Journey Vision

Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company.



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.