



## Premium Tires for Passenger Cars—ENLITEN as New Premium in the EV Era

Bridgestone E8 Commitment

- Energy
- Ecology
- Efficiency
- Extension

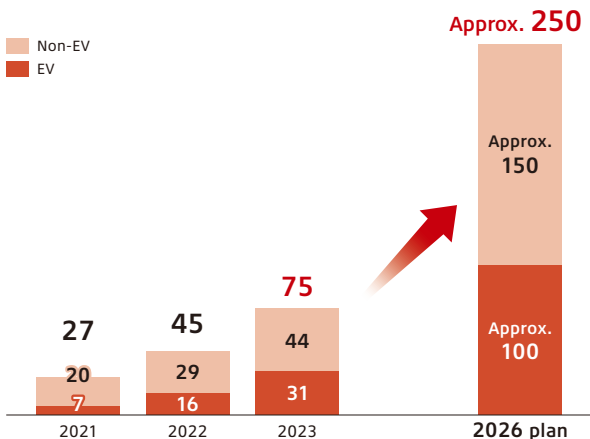
Based on the foundation of reinforcing existing premium, Bridgestone creates its own unique “new premium” through the expansion of ENLITEN, the base technology for product design. ENLITEN is a technology that evolves environmental performance while expanding basic performance and elevating all conventional performances. It also pursues “ultimate customization” to sharpen edge in a performance which not only meets the apparent needs and potential wants of the markets and customers, but also further inspires markets and customers by creating new value that they may not have imagined, according to the characteristics of diverse vehicles and usage conditions. Particularly for PS tires, we respond to changes and diversification of desired tire values on the back of the adoption of EVs, etc., as “new premium in the EV era”.

### ENLITEN Expansion — OE/REP Linkage: Premium Tires for Passenger Cars — OE

For original equipment (OE), the starting point of expanding ENLITEN, we strengthen our approach to premium vehicles/OEMs, prestige OEMs, and premium EVs. By developing “ultimate customization” with ENLITEN technology and proving its value, we aim to expand the number of new car models that come fitted with ENLITEN OE-produced tires from 75 models at the end of 2023 to approximately 250 models at the end of 2026 including emerging EV manufacturers (global cumulative total). Also, through strengthening approach to prestige OEMs, we will link this with building a sustainable premium brand.

Premium EV users in the initial stage of EV adoption have a high tendency for recursion from OE to REP tires. We steadily capture REP recursion demand, starting from the expansion of OE fitment.

#### ● Number of car models with ENLITEN OE fitment (global)



### Create Value in REP Tires by Leveraging “Retail & Service Network” as a Touchpoint with Customers and Vehicles

Based on the retail & service network, which serves as a touchpoint between Bridgestone and its customers and vehicles, we create new demand by ourselves through strengthening value creation in REP tires. By being attentive to customers, providing high-quality services and listening to the voice of customers at retail sites, we meticulously understand the value desired of tires by car and by market. In addition, through end-of-life tire surveys by field engineers on-site (Genbutsu-Genba) we identify challenges and promote tire product planning and development to pursue “ultimate customization”, starting from customer pain points.

In 2023, Bridgestone launched the TURANZA EV, our first tire specifically designed for EVs, reflecting customer feedback from the U.S. West Coast and addressing the issues of enhancing sustainability and early tire wear on EVs. In Europe, we have also launched TURANZA 6, which is EV ready and has enhanced wet-handling performance and wear, etc. required in the European market. In Japan, we launched the REGNO GR-X III in February 2024, the first ENLITEN-equipped tire for REP use in Japan. This has also improved handling performance, sharpening our edge in quietness, and enhanced the environmental performance by using renewable resources as raw materials. From 2024, we plan a full-scale expansion of the number of ENLITEN-equipped REP tires for the global market, aiming for a cumulative total of 45 products and 65% ENLITEN-equipped products by 2026, and 100 products and 100% ENLITEN-equipped products by 2030.


The 24MBP is the “1<sup>st</sup> stage of the new premium” that offers new value to customers by expanding the first generation of ENLITEN technology. The 27MBP will be the “2<sup>nd</sup> stage of new premium” where we launch the 2<sup>nd</sup> generation of ENLITEN in the market, expanding value together with the evolution of brand power which aims to establish a sustainable premium.

#### Creating social value linking with business


Through the expansion of ENLITEN, the “new premium in the EV era”, we commit to the realization of a carbon neutral mobility society—Energy in the Bridgestone E8 Commitment.

● Value creation in REP tires, leveraging retail & service network

Strengthen approach to premium & prestige OEMs  
Expand OE fitment including for EVs (OEMs in Japan / Europe / U.S. / China, etc.)



ICE




EV

Hardware-defined vehicle  
\* Internal combustion engine

Original Equipment

- Improvement in driving range / Low electricity consumption
- Reduce environmental impact / Long-life
- Increased severity on tires

Software-defined vehicle



Replacement

# ENLITEN

1 Customer touchpoint

Retail & service network

- ① Touchpoint with customers & cars  
- Be attentive to & deeply understand customer problems -
- ② High-quality service & maintenance through the retail network





Support from the ground up even during product use phase.  
Improve customer experience value, gain trust.

2 Customer touchpoint

Field engineering

Dan-Totsu products

End-of-life tire survey on-site (Genbutsu-Genba), identification of issues




Gather insight from Genbutsu-Genba observations & interviews with users

Dan-Totsu products

Tire product planning & development with customer problems as the starting point

➔ Solve with "ultimate customization"



Generate customer delight with Dan-Totsu products

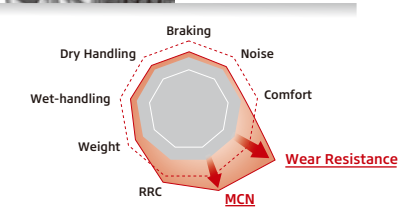
● ENLITEN - equipped REP products

North America

**TURANZA EV**



**ENLITEN**  
Bridgestone's first EV specialized product for replacement equipped with ENLITEN  
Launched May 2023



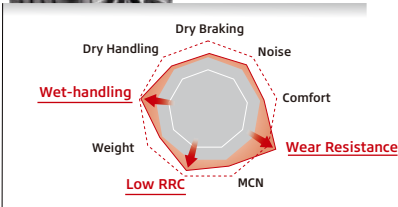
Provide **new value** with improved wear resistance (+50% vs. Bridgestone's conventional product), an issue for EVs and increased renewable & recycled material ratio to 50%

Europe

**TURANZA 6**



**ENLITEN**  
OE-REP linked product anticipating EV expansion  
Launched Sep. 2023  
2024: Expand to India & Asia  
2025: Expand to China



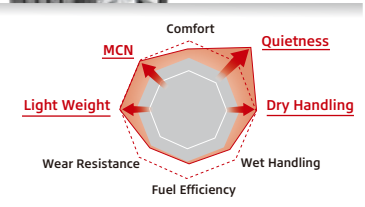
More than **20% higher wear resistance** vs. Bridgestone's conventional product.  
**Significantly improved wet-handling performance and rolling resistance**, important performances in the European market. Balanced in every performance at a high dimension.

Japan

**REGNO GR-XIII**



**ENLITEN**  
The first ENLITEN product for replacement in Japan  
Launched Feb. 2024



Comfort achieved from **superior quietness**, and driving performance refined with **highly responsive handling**. Contribute to the **realization of sustainability** through reduced weight and use of recycled & renewable materials.



Our team worked on developing "TURANZA EV", Bridgestone's first EV specialized tire equipped with ENLITEN technology, to realize our vision "Sustainable solutions company".

We aimed to offer the performance which contributes to sustainability to customers, and also listening to the voice of customers, mainly from the West Coast where the shift to EV is advancing, cooperation with Bridgestone retail channel network to capture clearly the pain points on EV such as premature wear.

After many co-creations with diverse departments to realize our vision, ENLITEN technology was first installed in North America. We also achieved to provide customers EV-specialized tire with improved wear resistance by 50% versus conventional product and with recycled & renewable material of 50%.

**Jeff Cook**

Executive Director  
Product Strategy and Portfolio Planning, Bridgestone Americas