



Build Sustainable Premium Brand: Reinforce Sustainable Global Motorsports

Bridgestone E8 Commitment

Energy

Ecology

Emotion

Our motorsports activities are positioned as our “origin” as a tire manufacturer. Our motorsports activities started with our participation in the first Japan Grand Prix in 1963, expanded globally through our challenges in a wide range of races such as participation in Formula 1®, and marked our 60th anniversary in 2023. What we refined through such challenges—our “Passion for Excellence”, our tire development expertise, monozukuri (R&D and manufacturing) power, brand power and talent—make up the foundation of our premium tire business to this day. The contribution to the brand has been particularly significant, becoming the driving force that enables Bridgestone to be recognized as a global premium brand.

In the 24MBP, linked with the reinforcement of sustainable global motorsports activities, we will support value enhancement by evolving Bridgestone from a premium brand to a “sustainable premium” brand built with Bridgestone and ENLITEN. Bridgestone will continue to empower each and all to achieve their best and aim to be essential to the future of mobility.

Towards a Sustainable Premium Brand: “Passion to Turn the World”

In marking the 60th anniversary of our motorsports activities, we reaffirmed our passion for motorsports, and expressed our determination to evolve these activities placing sustainability at the core with our new message, “Passion to Turn the World”. The phrase encapsulates Bridgestone’s passion to race, passion to win, “challenge

for excellence,” and accelerating innovation, as well as our passion to support a sustainable mobility society together with our partners, through motorsports. By demonstrating our challenge and pursuit of excellence, including our efforts towards sustainability, we strive to foster empathy and trust among our stakeholders. By proving our value as sustainable premium, and being recognized for it by our stakeholders, we enhance our brand value in alignment with the business strategies in each region.

Passion to race.
 Passion to win.
 Passion to wake up tomorrow and start over again.
 Passion to face the best.
 Passion to be the best.
 Passion to embrace the ultimate challenge.
 Passion to exceed records, barriers and beliefs in limits.
 Passion to pursue excellence in every moment.
 Passion to be an inspiration.
 Passion to undertake new journeys together.
 Passion to make Earth a better home for all.

Committed to empowering each and all to achieve their best.
 Committed to being essential to the future of mobility.

Motorsports is Bridgestone’s passion. Always has been. Always will be.

**PASSION
 TO TURN THE
 WORLD**

BRIDGESTONE

Leading to Drive Sustainability

We aim to transform the entire company by leading to drive sustainable value creation starting from sustainable global motorsports. We will first drive sustainability across the entire value chain of motorsports tires all at once, from raw material procurement to recycling.

Value Chain Initiatives across Motorsports Tires

- Raw material procurement:
 - Recycled and renewable material ratio: Aim for 65% or more
- Production and Logistics:
 - Take the lead in promoting carbon neutrality
 - Production using 100% renewable energy
 - CO₂ reduction through green logistics (in land and sea)
- Recycling:
 - "Renew" tires to raw material
 - Strive to realize chemical recycling

Contribution to the Technological Development of ENLITEN Generation 2 as a "Mobile Laboratory"

Leveraging sustainable global motorsports as a "mobile laboratory", we will drive development of ENLITEN Gen 2 technology, which is scheduled to be launched in the market from the 27MBP. In the Bridgestone World Solar Car Challenge, an event featuring solar-powered cars that Bridgestone supports as the title sponsor, we plan to introduce motorsports tires equipped with ENLITEN Gen 2 technology in 2025. Meanwhile, in the Bridgestone FIA Eco Rally Cup, where ordinary drivers participate in zero-emission vehicles, we are not only supporting EVs but also taking this as an opportunity to listen to the voices of our tire users, linking the event to development of ENLITEN products and technology. Furthermore, we will refine the sustainable technology through our participation in the ABB FIA Formula E World Championship, which will start from the 2026-2027 season, as sole tire supplier.

Bridgestone World Solar Challenge



As a forerunner in Bridgestone's efforts toward sustainable global motorsports, Bridgestone has been the event's title sponsor since 2013. In the event held in October 2023 in which we marked 10 years of our sponsorship, we introduced ENLITEN-equipped tires for the first time in motorsports. Staying close to participating teams to deeply understand the harsh conditions of driving across approximately 3,000 km from Darwin to Adelaide in Australia with limited electricity from solar power as well as the characteristics of solar cars, we empowered the best performance of the teams who fitted our tires, by customizing the performance that sharpens edge in high rolling resistance, wear resistance and light weight. Furthermore, we were able to demonstrate our sustainable technology at the same time, by doubling the recycled and renewable material ratio to 63% from the previous race (2019). Regarding the transportation of tires, too, we worked with DHL to realize carbon-neutral transportation. We will continue to evolve for the next competition.



The BWSC is an extraordinary collaboration of bright young minds driven by a passion to realize a greener, cleaner future. Through designing new technologies for sun-powered electric vehicles, the vehicles themselves are spectacular, however the importance lies in the many innovations developed by the students, that are later adopted across multiple industries. It is incredibly inspiring to be a part of.

Joanne Hayes
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