



Your Journey, Our Passion

Heartwarming moments in a peaceful life,
Excitement at your own professional or personal growth —
Every time you step forward to meet the future,
Bridgestone will be always there with you. That is our wish.

In your daily life and
In your future,

Providing you with constant support,
Bridgestone is always there for you.

The Bridgestone Essence

Mission

Serving Society with Superior Quality

Foundation

Seijitsu-Kyocho (Integrity and Teamwork)

Shinshu-Dokuso (Creative Pioneering)

Genbutsu-Genba (Decision Making Based on Verified, On-Site Observations)

Jukuryo-Danko (Decisive Action after Thorough Planning)

The Bridgestone Essence is derived from the company's Mission and Foundation.

When we talk about our Mission,
we talk about the actions of our employees,
who strive day after day, across the world, to achieve our shared goals,
as captured in the words of our founder.

When we talk about our Foundation,
we talk about the principles and values
which all employees bring to their work.

The pursuit of superior quality starts here.

The Bridgestone Group owns an approximately 24,000-hectare rubber estate in Indonesia as well as an approximately 48,000-hectare rubber estate in Liberia. The plantations at both of these sites yield rubber sap that we extract and process. The rubber material that is produced is then used for the Group's R&D and production activities. All operations are conducted with care to ensure full customer satisfaction further down the line. Our pursuit of superior quality starts here, in the place of origin.



Always aiming higher.

We are constantly applying our creativity in order to overcome the challenges involved in developing products that meet customers' quality and performance needs. We also are constantly setting higher goals in order to pursue that level of superior quality, and to consistently offer even better products. Moreover, we conduct thorough checks to identify any product defects. All members of our development and production teams are devoted to ensuring all Bridgestone products are safe and reliable.



**Because we value our customers,
we communicate with them honestly.**

The Bridgestone Group is dedicated to providing its customers throughout the world with services that will truly enrich their lives. We have committed to helping customers make the best choice every time, now and in the future.

Your Journey, Our Passion

Bridgestone has been supplying a range of products that enrich and support daily life, including automotive tires, bicycles, sporting goods and various other everyday items and materials, since 1931. We are, and will remain, committed to making your life better, and to helping you continue your “journey” toward the future.





Tires that
transport your lives

Preparations being taken for the shipment of ultra-large tires for construction and mining vehicles
(Kitakyushu Plant in Fukuoka, Japan)

We will continue to advance innovative technologies
with a strong commitment to
supporting global communities.

People all over the world choose Bridgestone products every day. Our tires can be found on everything from cars and public buses carrying people to where they need to be to tractors working agricultural fields and motorbikes zipping through the wind. In addition to supplying tires for essential common vehicles such as passenger cars, trucks and buses, Bridgestone also provides tires for use under special conditions, like those used on construction and mining vehicles and aircraft. All tires are manufactured using highly advanced technologies and with a commitment to safety. As a world-class tire manufacturer, we will continue to develop innovative products that contribute to society by offering superior quality.



“ologic”

The ologic technology capitalizes on the synergies of a large diameter coupled with a narrow tread design to promote fuel efficiency at a high level, while reducing rolling resistance and retaining outstanding grip on both wet and dry roads.



Air Free Concept

“Air Free Concept” tires have specially shaped spokes stretching along the inner sides, which support the weight of the vehicle without the use of air. This eliminates the need for periodic air refills, thereby requiring less maintenance of the tires, while also eliminating the risk of puncture.



Tires for Construction and Mining Vehicles

Advanced manufacturing technologies are required to produce tires for construction and mining vehicles, which are used under special conditions. In particular, tires for dump trucks used for open-pit mining have diameters greater than 4 meters and weigh somewhere between 5.3 and 5.6 tons.



Aircraft Tires

Aircraft tires have to perform at minus 45 degrees Celsius during flight and at 250 degrees Celsius when landing. High-level technologies are required to ensure the safety of these tires while increasing their abrasion resistance and fostering downsizing. Bridgestone is a leading manufacturer of aircraft tires.



ECOPIA

ECOPIA represents the top brand of Bridgestone’s low rolling resistance tires. Its key benefits are improved fuel efficiency, without sacrificing tire performance. Bridgestone has a wide lineup of ECOPIA products for passenger vehicles, electric vehicles, trucks and buses.



Run-Flat Technology

Run-Flat Technology enables drivers to continue driving their vehicles at a certain speed over a certain distance even in the event of a complete loss of air pressure due to a puncture or other incident. This eliminates the need to keep a spare tire – most of which are disposed of without ever actually being used – thereby saving resources and helping the environment.



**Strong Sense of Mission
to Offer Unique Value**

Testing of a seismic isolation rubber bearing
(Yokohama Plant in Kanagawa, Japan)

**We provide broad support to
both the industrial and household sectors
by utilizing the technologies
we have developed in the tire business.**

Countless Bridgestone products are used in a variety of locales, including on mountaintops, under the ocean, on the street and inside households. We develop products that enrich and support everyday life based on technologies we have developed in the R&D of tires and rubber products. Enhancing mobility and fulfilling both industrial and personal needs, these products aid the development of global societies and help individuals to lead more satisfying and productive lives.



Conveyor Belts

Bridgestone also supplies conveyor belts, an indispensable item for various industries. Our products include steel conveyor belts with high tensile strength, which are optimal for long-distance/heavy-duty transportation, as well as fabric conveyor belts suitable for short- to medium-distance transportation and various other transportation purposes.



Industrial Rubber Hoses

We provide hoses for the smooth and safe transportation of air, water, oil and other materials at construction sites, mining sites and factories. Our hoses resist high pressure while reducing weight, compared to conventional products, thereby adding value to the products for the benefit of customers.



Rubber Tracks

Rubber tracks are used in agricultural machines such as tractors, as well as construction machines including mini excavators. Bridgestone's rubber tracks are superior in terms of the level of comfort offered to drivers working under harsh conditions and in terms of mechanical performance.



Industrial Chemical Products

We provide a variety of industrial chemical products, including automotive components such as automotive energy absorption pads and headrest cushions; OA materials such as printer packing; and materials for electrical household appliances such as air conditioner packing.



Sporting Goods

We provide a range of sporting goods products, including golf balls and golf clubs. We also contribute to the sports community through the operation of sports facilities and the direct management of sporting goods stores.



Bicycles

We supply a wide range of bicycles, including both city bicycles and sports bicycles, to meet a variety of needs.



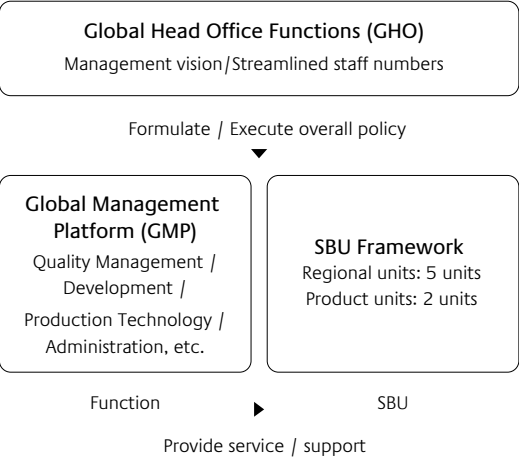
Strong Networks by Regions and Functions

Guayule Research Farm, a new natural rubber resource to replace Para rubber trees (Arizona, United States)

We have a worldwide presence with a localized, customer-first approach.

Environments, climates and people’s way of thinking differ by region. The world has multiple regions and therefore incredible diversity. In recognition of this, Bridgestone has introduced the strategic business unit (SBU) system to provide customers with local, face-to-face services. This globally expanding system is supported by our supply chain network, which includes a total of more than 140,000 employees engaged in the procurement of natural rubber and other materials, R&D, production and sales activities. In addition, to provide customers with the best tires for their particular regions, we have 10 tire testing courses in eight countries around the world where we conduct practical tests on various road surfaces in order to ensure enhanced safety.

SBU System that Supports Global Business Operations
Our five regional strategic business units (SBUs) and two product SBUs enable us to make optimal business decisions on a global level, and to conduct our business activities in a fast and flexible manner.
(As of September 2014)



Diversification of Materials
In our Long-term Environmental Vision, Bridgestone has set a goal of using 100 percent sustainable materials. To this end, we are focusing on diversifying our material stocks and using more renewable resources. As part of this effort, we also are fostering research into new natural rubber resources, such as Guayule and Russian dandelions.



More than 180 Production and Development Bases across 26 Countries
To provide customers with superior quality, Bridgestone has production and development bases across the globe. We meet the diverse needs of customers through production and development systems that have been localized to each country and region.



Business Presence in more than 150 Countries
We are expanding our sales network, which represents valuable points of contact with our customers, to more than 150 countries. Through this network, we are meeting diverse customer needs and providing true customer satisfaction.



Fleet Solution
We are helping customers improve their safety, environment and finances by providing them with solution businesses that combine new tire sales, retreading (reusing tire by applying new treads) and maintenance services.

Fostering Growth and Development in Bridgestone Employees



Bridgestone employees at the regional headquarters, which supervises businesses in China and the Asia-Pacific region (Singapore)

**We provide all of our employees
all over the world with workplaces
that welcome diversity and allow them
to reach their full potential.**

As a global enterprise, Bridgestone is committed to respecting and sharing the diverse sets of values held by our employees, who represent a broad range of nationalities, races, cultures and customs, and to promoting communication beyond national borders. This, we believe, helps us offer products and services with superior quality to our customers across the world.

To this end, we are working to further enhance our workplace environments to enable individual employees to fulfill their potential. We believe that helping our employees to identify and utilize their individual strengths and reach their full potential in turn helps us to provide our customers with truly satisfying products.



Global Development Class (GDC)

In this program, candidates for future Group management leader positions are identified and trained on a medium- to long-term basis. The program is designed to further develop the leaders who will drive the Group forward in the future.



In-house Childcare Center in Kodaira

To improve workplace diversity, Bridgestone opened a childcare center within its Technical Center/Tokyo Plant in Kodaira City, Tokyo, in 2008. The center aims to provide a better working environment for employees with children.



Bridgestone Group Awards

This awards program targets all Group teammates within and outside of Japan. It is intended to encourage all employees to conduct corporate activities based on the Bridgestone Essence, while enhancing Group awareness and solidarity. The recognition program also provides the management team with a conduit through which it can communicate with employees across the world.



Utilization of English for Communication

In order to enhance communication across the Group, which has bases in more than 150 countries, Bridgestone has been expanding its use of the English language since 2013, thereby working to make the Group a truly global company.



Bridgestone Group and Global TQM* Conference

Designed around the theory "Standards are Our Guiding Principle. Change for the Better through the Genbutsu-Genba Concept," this event provides an opportunity to share outstanding examples of KAIZEN improvements. Additionally, the event encourages global efforts across the Group to increase its capacity for improvement and enhance its management foundation.

* Total Quality Management



Town Hall Meetings

At Town Hall Meetings held at Group companies in Japan and abroad, employees have opportunities for direct engagement with members of the Group's senior management. These meetings are intended to help bridge the distance between employees and senior management, and to enable a deeper sharing of management goals in order to facilitate smoother business operations.



Invaluable Smiles

Employees and children participating in a traffic safety campaign (Germany)

Together we will strive for progress,
while at the same time
fulfilling our responsibility
to protect our shared planet.

Bridgestone conducts a range of activities around the world that help to create stronger communities and a better world. We are currently implementing long-term initiatives in the areas of safety, the environment and issues specific to local communities. We encourage our employees to become involved in their local communities to help identify local needs and contribute to finding solutions. Throughout all of our activities, we seek to protect our planet and society at large.



Tire Safety Activity

To improve safety and increase awareness, we hold events for customers throughout the world to offer advice on selecting and maintaining their tires. (The photo shows an activity conducted in Oman.)



Teens Drive Smart Program

In the United States, the Teens Drive Smart program educates teen drivers about safety through an educational website, a video contest and driving seminars. Scholarships are awarded to the winners of the video contest.



Qinghai Nianbaoyuze Ecological Preservation Project

Launched in collaboration with a Chinese environmental NGO in 2011, this project seeks to protect biodiversity in the Nianbaoyuze area, and to foster the harmonious existence of people and nature.



Bridgestone Children's Eco-Art Contest

Receiving numerous entries from across Japan every year, this environmentally-themed annual art contest helps to demonstrate our strong commitment to preserving our precious planet for future generations.



Health Counseling Services for Local Residents

In India, we bring in doctors regularly to provide local residents with health counseling services. In 2012, we added gynecological health counseling services for women.



Supporting Education through Mobile Libraries

To further demonstrate how Bridgestone seeks to improve society as a whole, we supply tires to an organization that runs a mobile library program in South Africa, giving reading opportunities to children living in rural areas where literacy rates are comparatively low and many schools lack libraries.

History

Bridgestone began exporting its products overseas as early as the second year of its foundation, and is constantly studying international markets with the aim of achieving further global expansion. We have a long history of advancing technologies, pursuing superior quality and contributing to the betterment of society.

1930	The very first Bridgestone tire was produced by Bridgestone's predecessor, Nihon Tabi's Tire Division.
1931	Bridgestone Tire Co., Ltd. was founded in Kurume City, Fukuoka Prefecture.
1932	Began exporting products to the Asian region.
1937	Relocated the head office from Kurume City to Tokyo.
1948	Resumed the export of tires, which had been suspended during the war.
1953	Sales exceeded 10 billion yen, making Bridgestone the No. 1 company in the industry.
1962	Completed the construction of the Technical Center within the premises of the Tokyo Plant.
1965	Bridgestone Malaysia began operation as the company's first factory established overseas following the war.
1968	Established and adopted "Serving Society with Superior Quality" as the corporate mission. Presented with the Deming Application Prize awarded to companies excelling in quality management.
1983	Purchased a former Firestone Tire & Rubber Company plant in Nashville, which became Bridgestone's first production base in North America.
1984	To enhance the corporate identity, the name of the company was changed to Bridgestone Corporation and a new logo was adopted.
1988	Acquired the Firestone Tire & Rubber Company, the then second largest tire manufacturer in the United States, at a cost of \$2.6 billion dollars, and made it a subsidiary.
2006	Implemented a substantial organizational reform based on the strategic business unit (SBU) system.
2007	Acquired Bandag, a leading tire retreader, and made it a subsidiary.
2011	Celebrated the 80 th anniversary of the company's founding and refined the corporate philosophy and Bridgestone logo.
2014	Became an Official Worldwide Olympic Partner.

We are eternally committed to serving society with supreme quality.

We will fulfill our responsibilities decisively.

As you reach for the future, we will remain by your side.

Your Journey, Our Passion

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