



“Serving Society with Superior Quality”

-- by founder
Shojiro Ishibashi

About Bridgestone

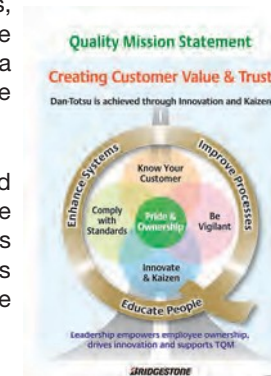
At Bridgestone, our goal is to become a truly global company and to achieve “Dan-Totsu” (the absolute and clear leader in Japanese) in our industries. The roots of our company date back to 1931, when Bridgestone Tire Co., Ltd. was established in Kurume, Japan. Anticipating the future potential of tyres for passenger cars and the international development of the business, founder Shojiro Ishibashi used an English translation of his surname for the name of the company.

Corporate Philosophy

The Bridgestone Group's mission is based on the words of its founder: "Serving Society with Superior Quality." We aspire to offer the best for our customers and to society, not only in terms of our products, services and technology, but in all of our corporate activities. Our commitment to quality stems from a passion for improving the safety and lives of people everywhere.

To fulfil this mission, the Bridgestone Group has used the concept of "Foundation" to demonstrate the sustained commitment of employees to provide its customers with world-class products and services and to serve the communities where Bridgestone does business.

In 2011, the Bridgestone Group refined the Bridgestone Essence (corporate philosophy), and the Environmental Mission Statement and the Safety Mission Statement were also refined consecutively. In 2015, we completed the Bridgestone Essence Framework with these two statements and formulation of the Quality Mission Statement. Going forward, we will further develop and advance the Group's global activities based on the Bridgestone Essence Framework.



The Bridgestone Essence Framework

Bridgestone in Asia Pacific

In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 25 countries in the region.

Our presence in Asia Pacific includes manufacturing plants, sales companies, proving grounds, training centres, and technical centres. Bridgestone has over 25,000 employees in this region*.

Range of Products Commercialised in Asia Pacific



Tyres for
Passenger cars

Tyres for
Trucks & Buses

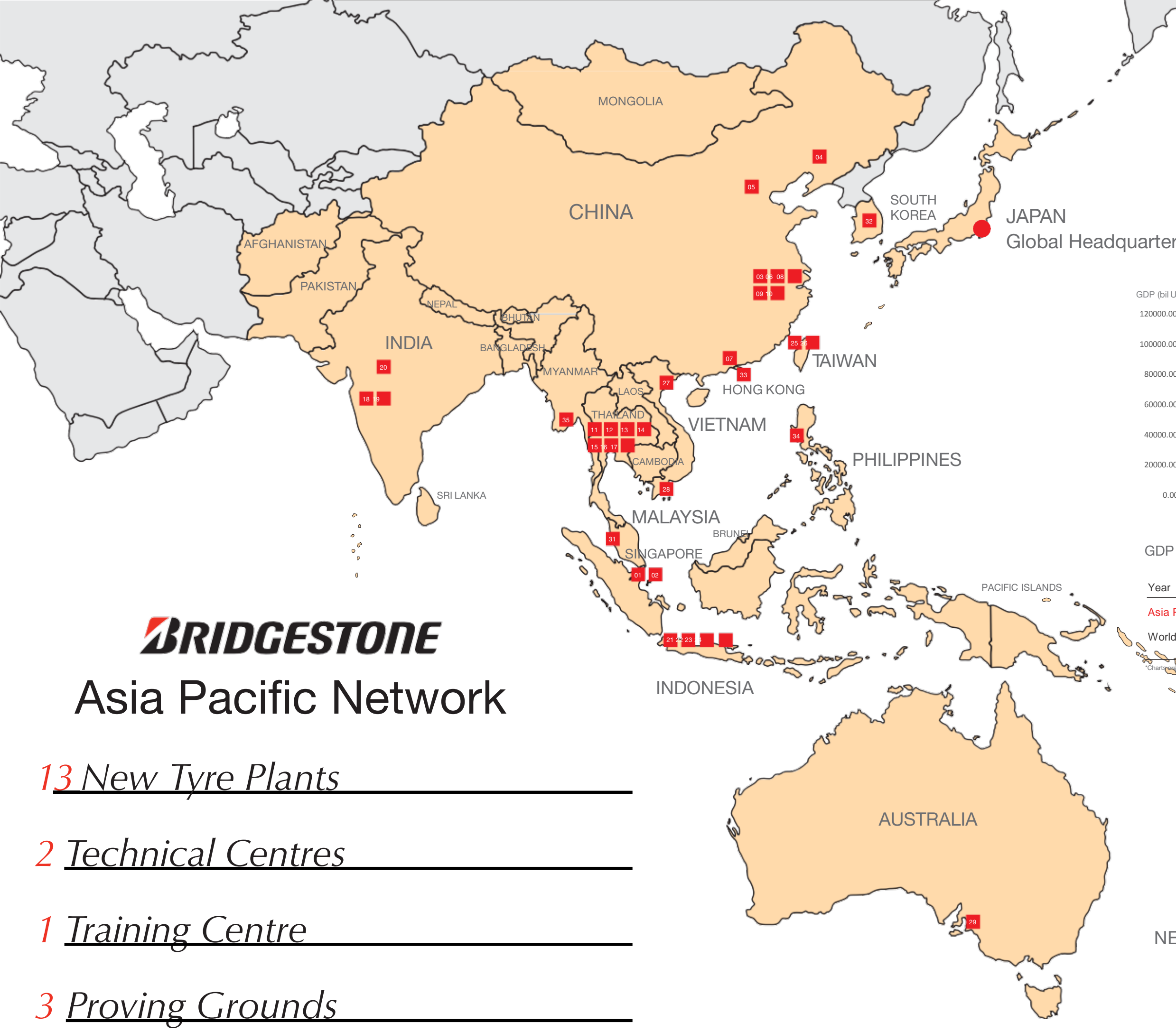
Off the road tyres for
construction and
mining vehicles

Tyres for Aircraft

Agriculture Tyres

Tyres for motorcycles

Tyre Retreading
materials and services

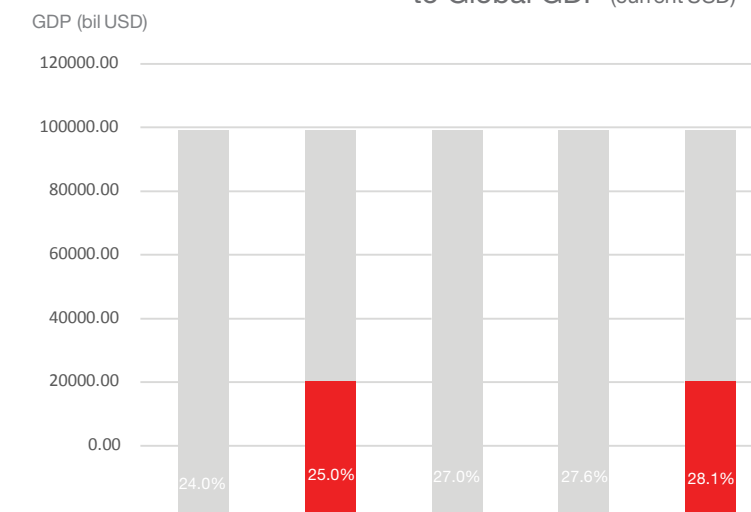


ABOUT THE ASIA PACIFIC REGION



Population (2017)
Asia Pacific
3.9 billion (53.0%)
(World population
7.3 billion)

Asia Pacific Region's Contribution to Global GDP (current USD)



GDP Growth Rate (USD)

Year	2013	2014	2015	2016	2017
Asia Pacific	5.10%	4.50%	3.40%	3.70%	4.60%
World	3.30%	3.10%	2.30%	2.70%	3.40%

*Charts created by Bridgestone Asia Pacific Pte. Ltd. with data from IMF.



Asia Pacific Network

13 New Tyre Plants

2 Technical Centres

1 Training Centre

3 Proving Grounds

Global Olympic TOP Sponsorship

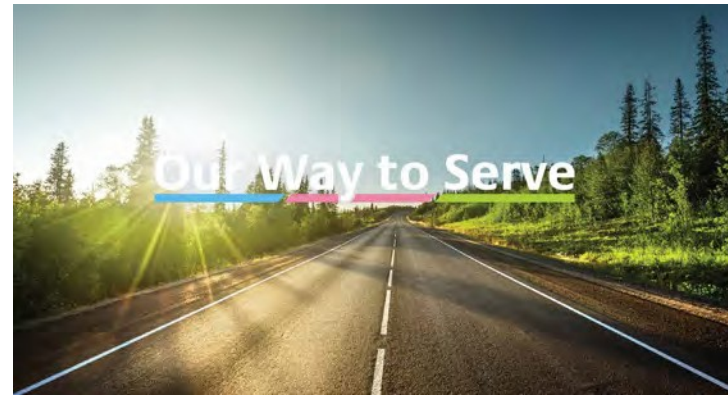
Bridgestone is proud to be a Worldwide Olympic Partner

This Olympic partnership is an opportunity to showcase our company's commitment to community service, social responsibility, environmental stewardship and sustainability— all tenets of the Olympic Charter and the International Olympic Committee's Agenda 2020 that mirror Bridgestone's core values.

For over 80 years, Bridgestone has been dedicated to helping customers on their journeys with a passion and innovation delivering reliability, safety and performance. And, from 2014 as an official Olympic Worldwide Partner, we are proudly supporting athletes the world over on their journey to the Olympic Games.



Global CSR Commitment Our Way to Serve



Vision

Understanding that Serving Society with Superior Quality is our heritage and our mission, and embracing our responsibility to future generations as a global leader in our industries, Bridgestone and its teammates around the world employ innovation and technology to improve the way people move, live, work and play.

Priority Areas



Mobility



People



Environment

Management Fundamentals

Compliance,
Fair Competition

Business Continuity (BCP),
Risk Management

Human Rights,
Labor Practices

Safety,
Industrial Hygiene

Procurement

Quality and
Customer Value

Regional Corporate Citizenship



Keep Rivers & Lakes Clean for a Better Life (Vietnam)

Bridgestone launched water purifier bicycles campaign and Earth Day Event to help contribute to the environment, promoting awareness of water pollution.



Leukemia Foundation (Australia)

Bridgestone has been supporting the Leukaemia Foundation since 1986, this partnership helped thousands of blood cancer patients and their families across Australia.



Happy Tangram (China)

Bridgestone started providing free aesthetic education to primary schools in Sichuan since 2009 and since that we have progressively extended the reach of project to cover villages schools in China.



Free Vocational Education Support (Indonesia)

Bridgestone have been providing free vocational education opportunities to Indonesian community through Bridgestone Vocational Education School since 1982.

Tyre Technology & Innovation



Effort for Natural Rubber Sources
"Continuous utilization and productivity improvement" and "diversification" of natural rubber sources



Technology to Control Molecular Structures - NanoPro-Tech™
Maximizing benefits of tire materials to meet various applications



Sensing Technology of Tires and Road Surfaces
Tire and road surface condition sensing to support the safety of driving experience



Bridgestone's Run-Flat Tire Technology
Continue driving up to 50 miles after a puncture



Bridgestone's Non-Pneumatic Tire Technology "Air Free Concept"
Non-pneumatic tires that support the weight using a unique structure of spokes



Next Generation Tire Technology for Fuel Efficiency (ologic™)
Improve fuel efficiency by means of new tire profile beyond conventional tire designs

*For more information, please visit http://www.bridgestone.com/technology_innovation

Solution Business Evolution

Aircraft Tire Solutions



The Bridgestone Group's aircraft tyre solutions business combine products, such as new and retread tyres, with services to deliver solutions for the issues faced by both aircraft manufacturers and airlines. Bridgestone leverages its strengths of new, retread tyres and service networks and will continue to work together with aircraft manufacturers and airlines to create new value that ensures safe and secure aircraft operation.

Tirematics™ Fleet Solution



With Bridgestone's Tirematics™ fleet solution, it is possible to interpret tire information while on the road and in real-time, with a high degree of accuracy. When abnormal air pressures or temperatures are detected, the system will inform the service manager and the driver via an alert. This will make it possible to prevent unexpected operation problems or major delays caused by tyre failures.

Off-The-Road Mining Solution Technologies



Bridgestone supplies various products used in mining sites such as tires, conveyor belts, and high-pressure hoses. Combining those products with maintenance services, sensor devices and software, our Mining Solutions contribute to enhancing customers' safety, productivity, and profitability.

We do much more than great tyres.

Tires account for about 80% of Bridgestone Group sales. The remainder derives from a broad range of industrial and consumer products and services, together with bicycles and other sporting goods.

SINGAPORE

REGIONAL HEADQUARTERS

01	Bridgestone Asia Pacific Pte. Ltd. Management of tyre business operations in the Asia Pacific region including sales, manufacturing, research and development Year of establishment: 2006	02	Bridgestone Tyre Sales Singapore Pte., Ltd. Facilitates the sale of tyres Year of establishment: 2001
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CHINA

SALES AND MANUFACTURING COMPANIES

03	Bridgestone (China) Investment Co., Ltd. Management of sales, manufacturing, and research and development of tyres in China Year of establishment: 2004	05	Bridgestone (Tianjin) Tire Co., Ltd. Production of tyres for passenger cars Start of production: 2000
04	Bridgestone (Shenyang) Tire Co., Ltd. Production of tyres for trucks and buses Start of production: 2000	07	Bridgestone (Huizhou) Tire Co., Ltd. Production of tyres for trucks and buses Start of production: 2006
06	Bridgestone (Wuxi) Tire Co., Ltd. Production of tyres for passenger cars Start of production: 2004		

RESEARCH AND DEVELOPMENT FACILITIES

08	Bridgestone (China) Research & Development Co., Ltd. Evaluation of raw materials for tyres Year of establishment: 2005	09	Bridgestone (China) Tire Assessment & Development Co., Ltd. Testing and evaluation of tyre functions Year of establishment: 2005
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10	Bridgestone China Educational Center Provision of training courses for sales, marketing and technical-related knowledge Year of establishment: 2005
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THAILAND

SALES AND MANUFACTURING COMPANIES

11	Thai Bridgestone Co., Ltd. Management of sales and manufacturing of tyres in Thailand Year of establishment: 1967	13	Nong Khae Plant Production of tyres for passenger cars and light commercial vehicles Start of production: 1995
12	Rangsit Plant Production of tyres for passenger cars, trucks and buses etc. Start of production: 1969		
14	Bridgestone Sales (Thailand) Co. Ltd Facilitates the sale of tyres Year of establishment: 1991		

MANUFACTURING COMPANY

15	Bridgestone Tire Manufacturing (Thailand) Co., Ltd. Production of tyres for trucks and buses Start of production: 2004
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RESEARCH AND DEVELOPMENT FACILITIES

16	Bridgestone Asia Pacific Technical Center Co., Ltd. Tyre development, production technology, quality management and procurement for Asia Pacific region Year of establishment: 2013	17	Thai Bridgestone Proving Ground Testing and evaluation of tyre functions Year of establishment: 1996
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INDIA

SALES AND MANUFACTURING COMPANY

18	Bridgestone India Private Limited Management of sales and manufacturing of tyres in India Year of establishment: 1996	20	Indore Plant Production of tyres for passenger cars Start of production: 1998
19	Pune Plant Production of tyres for passenger cars, trucks and buses Start of production: 2013		

INDONESIA

SALES AND MANUFACTURING COMPANY

21	PT. Bridgestone Tire Indonesia Management of sales and manufacturing of tyres in Indonesia Year of establishment: 1973	23	Karawang Plant Production of tyres for passenger cars Start of production: 1999
22	Bekasi Plant Production of tyres for passenger cars, trucks and buses etc. Start of production: 1976		

RESEARCH AND DEVELOPMENT FACILITY

24	Bridgestone Tire Indonesia Proving Ground Testing and evaluation of tyre functions Year of establishment: 2000
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TAIWAN

SALES AND MANUFACTURING COMPANY

25	Bridgestone Taiwan Co., Ltd. Management of sales and manufacturing of tyres in Taiwan Year of establishment: 1982	27	Bridgestone Tire Manufacturing Vietnam LLC Production of tyres for passenger cars Start of production: 2014
26	Hsinchu Plant Production of tyres for passenger cars Start of production: 1982		

AUSTRALIA

SALES COMPANY

29	Bridgestone Australia Ltd. Facilitates the sale of tyres Year of establishment: 1982	30	Bridgestone New Zealand Limited Facilitates the sale of tyres Year of establishment: 1998
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MALAYSIA

SALES COMPANY

31	Bridgestone Tyre Sales (Malaysia) Sdn. Bhd. Facilitates the sale of tyres Year of establishment: 2000	32	Bridgestone Tire Sales Korea Ltd. Facilitates the sale of tyres Year of establishment: 2001
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HONG KONG

REPRESENTATIVE OFFICE

33	Bridgestone Asia Pacific Pte. Ltd. Hong Kong Office Support the regional headquarters in gathering information on the auto-maker and tyre industries in Hong Kong Year of establishment: 1996	34	Bridgestone Asia Pacific Pte. Ltd. Philippine Office Support the regional headquarters in gathering information on the auto-maker and tyre industries in Philippines Year of establishment: 2007
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MYANMAR

BRANCH OFFICE

35	Bridgestone Asia Pacific Pte. Ltd. (Myanmar Branch Office) Support the regional headquarters in gathering information on the auto-maker and tyre industries in Myanmar Year of establishment: 2014
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