

## IN A FAST-CHANGING WORLD OF NEW MOBILITY, BRIDGESTONE EMIA IS MOVING FORWARD, TOGETHER WITH ITS PARTNERS, WITH THE SAME EXCELLENCE AND DEDICATION IT HAS ALWAYS BEEN KNOWN FOR.

For more than 90 years, Bridgestone has been providing the means to get people and goods where they need to go as conveniently as possible, without interruption. We were formed with the mission of 'serving society with superior quality'. Our commitment is not just to our customers but to our people, to the communities we're part of, and to the planet we must help protect. We're guided in this by the Bridgestone E8 Commitment.

We are at the intersection of multiple, macro-level changes happening concurrently, including changes in technology, regulations and society, as well as changes related to the pandemic. Bridgestone and the industries in which it operates will experience unprecedented change over the next decade.

In the face of these opportunities, Bridgestone's business is rapidly evolving to create new social and customer value. Bridgestone, a global leader in tyres and sustainable mobility solutions, is transitioning from a focus on passive products and services to intelligent, co-created solutions that meet the needs of our customers in a dynamic and changing world.

## BRIDGESTONE CORPORATION AT A GLANCE



A global leader in tyres and sustainable mobility solutions



Leading R&D spend with +/- €780 million invested globally each year



Strong local footprint in 150+ countries, with around 140 plants and 16 R&D facilities



Quality at our core for over 90 years: established in 1931



Service in our DNA: 130,000+ employees



Worldwide Olympic Partner



BRIDGESTONE



Worldwide Paralympic Partner

## THE BRIDGESTONE E8 COMMITMENT – OUR CORPORATE COMMITMENT TO A SUSTAINABLE FUTURE



Bridgestone's vision is to continue to provide value as a sustainable solutions company, whilst supporting the realization of a sustainable society.

The **Bridgestone E8 Commitment** is our broad, global corporate commitment that clearly defines the value we are promising to deliver to society, our customers and future generations in eight focus areas: Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment.

These provide a compass to guide our strategic priorities, decision making and actions throughout every area of the business and operations.

TYRE BRANDS

**BRIDGESTONE** **Firestone**

RETREAD BRANDS

**bandag**

**PROTREAD**  
by Bandag

## OUR TYRE AND RUBBER PRODUCTS



PASSENGER TYRES



MOTORCYCLE TYRES



AIRCRAFT TYRES



TRUCK & BUS TYRES



OFF THE ROAD TYRES



AGRICULTURAL TYRES



DIVERSIFIED PRODUCTS

## OUR MOBILITY SOLUTIONS

Our expanding range of digital solutions and applications are designed and developed to solve the real-world problems of drivers and fleets, and provide maximum efficiency, safety, sustainability and convenience while helping shape the future of mobility.

**webfleet**

**fleetcare**

**mobox**

## OUR PARTNERS

Collaboration is our strength. From the everyday drivers we engage with, through our market-leading retail network, and global Original Equipment Manufacturers, fleets and tech giants, such as Microsoft, that we call partners, we boast some of the strongest and deepest relationships in mobility.

Some of our Original Equipment partners:



Lightyear

**IVECO**



## OUR STRENGTHS IN EMIA



### OUR TALENT

20,000+ employees



### R&D CENTRE

And industry-leading proving ground in Rome, Italy



### EXPANDING SOLUTIONS BUSINESS

Led by Bridgestone Mobility Solutions business unit, which includes Webfleet



### OUR CUSTOMER BASE

OEMs, fleets, dealers and drivers



### MANUFACTURING

16 tyre plants



### RETAIL & DISTRIBUTION NETWORK

With the biggest retail network of any tyre manufacturer in EMIA, servicing Europe in 24 hours or less