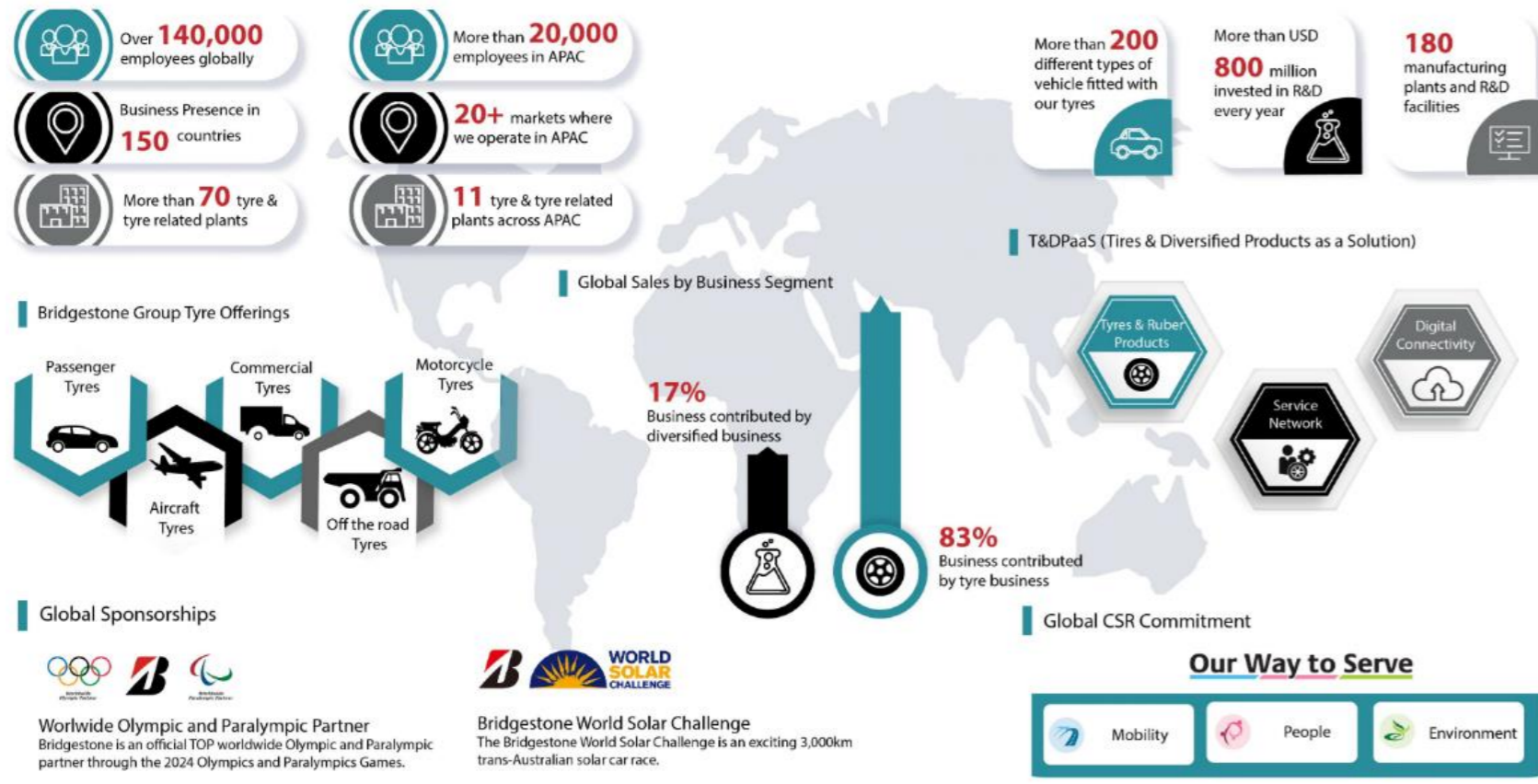




# Bridgestone Corporation (株式会社ブリヂストン, *Kabushiki gaisha Burijisuton*)



"Bridgestone is all about its people. With 140,000 employees spanning 150 countries, our people are passionate about the company and its products, and are proud to be associated with a brand that is at the forefront of tire technology and innovation."

**VISION**  
With Serving Society with Superior Quality our heritage and mission, and with a responsibility to future generations as a global leader, Bridgestone employs innovation and technology to improve the way people move, live, work and play.

**QUALITY MISSION STATEMENT**  
The purpose of the Quality Mission Statement is to empower our future direction based on the spirit of our founder, Shojiro Ishibashi, by bringing Bridgestone's DNA and the proud heritage of quality and continual improvement to new generations of Bridgestone employees.

**Quality Mission Statement**  
Creating Customer Value & Trust  
Dan-Totsu is achieved through Innovation and Kaizen

To help ensure a healthy environment for current and future generations.



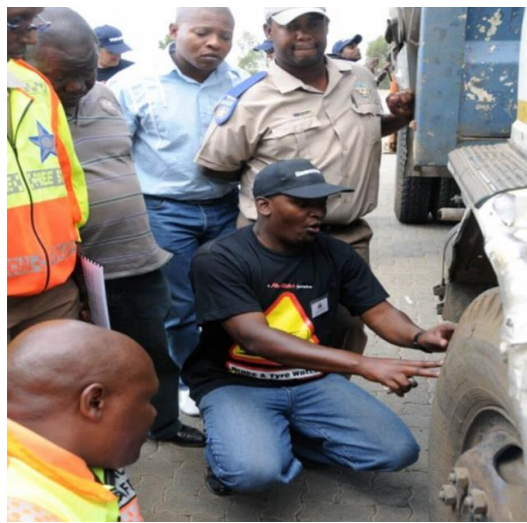
**IN HARMONY WITH NATURE**  
PROTECTING BIODIVERSITY THROUGH EARLY DIAGNOSIS  
Latex extracted from the para rubber tree is a major source of natural rubber, which is the primary material in tires, but the damage caused by the white root rot disease is becoming severe.

**REDUCE CO2 EMISSIONS**  
IMPROVING FUEL EFFICIENCY WITH NEW TIRE TECHNOLOGY  
Regarding a tire's lifecycle, Bridgestone estimates that about 90% of CO2 emissions related to a tire are generated by its use on a vehicle.



**Environmental Mission Statement**  
To help ensure a healthy environment for current and future generations...  
We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and with our customers, partners, communities and the world around us.  
Therefore, we are focused on three objectives:  
In harmony with nature, Value natural resources, Reduce CO2 emissions.  
The Bridgestone group's environmental activities consist of aspects of our business: Operations, Products and Services, Community Activities.  
One Team, One Planet.  
BRIDGESTONE

Employ our strengths to support our communities and enhance the way people live, learn and work.



**CONTRIBUTING TO A SAFER SOCIETY**  
KEEPING ROADS SAFE IN SOUTH AFRICA  
In association with FleetWatch magazine and other industry partners, Bridgestone South Africa (Pty) Ltd. has participated in Brake and Tire Watch, a program aimed at empowering traffic officials to identify unroadworthy vehicles on the roads, as well as to increase transport operator awareness of efficient braking and tire checking



**ACCESSIBLE AND INCLUSIVE EDUCATION**  
EXPANDING OPPORTUNITIES THROUGH EDUCATION  
To develop job skills and help expand opportunities, P.T. Bridgestone Tire Indonesia (BSIN) operates a free industrial training and education school



CHASE YOUR DREAM

Worldwide Olympic Partner  
**BRIDGESTONE**  
Worldwide Paralympic Partner

## TEAM BRIDGESTONE ATHLETE AMBASSADORS



No one is born an Olympian  
Olympians are made  
Molded from more than just strength and speed  
But something else  
Staying power  
Through the toughest terrain  
With absolute focus  
To stay the course  
And realize their dreams  
We recognize these roads  
We've been doing it for decades  
Keeping people on track  
Whatever their journey  
No matter the conditions  
This is our passion  
So whatever you want to achieve  
Olympic glory  
Or something closer to home  
Keep going  
Stay true

**企業理念**  
The Bridgestone Essence

**MISSION**  
使命  
Mission  
最高の品質で社会に貢献  
Serving Society with Superior Quality

心構え  
Foundation  
誠実協調  
Seijitsu-Kyocho  
[Integrity and Teamwork]  
進取独創  
Shinshu-Dokuso  
[Creative Pioneering]  
現物現場  
Genbutsu-Genba  
[Decision-Making Based on Verified, On-Site Observations]  
熟慮断行  
Jukuryo-Danko  
[Decisive Action after Thorough Planning]

**MISSION**  
"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.

**FOUNDATION**  
"SEIJITSU-KYOCHO" [INTEGRITY AND TEAMWORK]  
Seijitsu-Kyocho is about adhering to principles of good faith in the way you treat others, and as you participate in and engage with society.  
"SHINSHU-DOKUSO" [CREATIVE PIONEERING]  
Shinshu-Dokuso is about envisioning the future and proactively challenging ourselves to identify and develop innovative practices that will further benefit society and respond to customer needs.  
"GENBUTSU-GENBA" [DECISION-MAKING BASED ON VERIFIED, ON-SITE OBSERVATIONS]  
Genbutsu-Genba is about taking the time to go on-site and personally verify the facts and using those observations to make informed decisions.  
"JUKURYO-DANKO" [DECISIVE ACTION AFTER THOROUGH PLANNING]  
Jukuryo-Danko is about hearing all options and the full range of possibilities, giving careful thought as to how to execute a course of action.