

**For Immediate Release**

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## **Bridgestone to Share Perspective on Supply Chain Industry Trends at Clemson University Global Tire Industry Conference**

- **William Niaura, Director of Sustainable Materials and Circular Economy, Bridgestone Americas, will speak to how Bridgestone is radically rethinking its raw materials supply chain.**
- **The presentation will explore how Bridgestone views current challenges to achieve its sustainability objectives and how its traditional industry ecosystem, combined with new players and new technologies, can work together to deliver on those objectives.**
- **The perspectives shared during the presentation will further the commitment Bridgestone has made to achieving carbon neutrality and utilizing 100% renewable materials by 2050.**

**NASHVILLE, Tenn. (April 11, 2022)** – [Bridgestone Americas](#) (Bridgestone) today announced William Niaura, Director of Sustainable Materials and Circular Economy, Bridgestone Americas, will present at the Clemson University Global Tire Industry Conference on Hilton Head Island, South Carolina, on Tuesday, April 19. During the conference session “Future Tire Trends/Requirements,” Niaura will lead a discussion titled, “Radically Re-Thinking our Raw Materials Supply Chain.”

Niaura’s presentation will focus on the current challenges the tire industry faces as it aims to deliver on its sustainability objectives. Specifically, he will discuss the major challenge of decoupling the industry’s upstream supplies from traditional petrochemical feedstocks, and diversifying into renewable, bio-sourced, and recycled materials.

“As we continue on our journey to become a sustainable solutions company, we are committed to solving the technological and market challenges to realizing a circular tire economy,” said William Niaura. “Delivering our sustainability commitments will take collaboration at all levels of our business and across our entire value chain. We look forward to discussing this important topic with many of our peers in the industry, who are also exploring promising new concepts for the future of sustainable mobility.”

Started in 1985, the Clemson Tire Conference is a three-day, comprehensive, interdisciplinary conference designed to address developments throughout the field of tire design, research and manufacturing in all allied industries, whether directly or indirectly involved in tire making. The conference attracts attendees from North America, Europe, Asia and the Middle East. It is organized and presented by Clemson University's Center for Corporate Learning and supported by the expertise of many tire companies and auxiliary companies of the tire industry.

To achieve the company's vision to provide social and customer value as a sustainable solutions company, Bridgestone has set goals aimed at the realization of a circular economy and carbon neutrality. These goals include a 50 percent reduction in CO<sub>2</sub> emissions by 2030 (compared to 2011), achieving carbon neutrality by 2050, and making tires from 100 percent renewable materials by 2050.

For more Bridgestone company news, visit [BridgestoneAmericas.com](https://www.bridgestoneamericas.com).

***About Bridgestone Americas, Inc.:***

*Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 50,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.*

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