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## For Immediate Release

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## Bridgestone wins prestigious Prince Michael International Road Safety Award for its Bridgestone Road Safety Program

- **Bridgestone Road Safety Program won the Prince Michael International Road Safety Award for its efforts supporting UN SDG 3.6.**
- **The program has impacted road safety worldwide by equipping drivers in India with essential skills, enhancing safety for students in Thailand, educating youth across Italy, and driving meaningful improvements in road safety practices in Japan and Latin America.**
- **Aligned with the Bridgestone E8 Commitment and its value of “Ease” and “Empowerment,” the program promotes “Safer journeys and mobility for all,” advancing both social and customer value globally.**

**Singapore (13 December, 2024)** – Bridgestone Corporation (Bridgestone) has won the Prince Michael International Road Safety Award\*1 for its Bridgestone Road Safety Program (BSRP). A long-term, integrated strategy that aligns road safety interventions with best practices for helping vulnerable road-users, the BSRP has received this award for its contribution and commitment to improving road safety.



Receiving the award from His Royal Highness Prince Michael of Kent at the Annual Awards Luncheon Ceremony at The Savoy, London on Tuesday 10 December. (Left) Paul Choo, CHRO, BSAPIC, (Middle) His Royal Highness Prince Michael of Kent, (Right) Mei Ling Tan, Director, CSR, BSAPIC

Established in 1987, the Prince Michael International Road Safety Award recognizes innovation and achievement in enhancing road safety globally. For over thirty years, His Royal Highness Prince Michael of Kent has played a leading role in supporting improved road safety both in the United Kingdom and globally. In making the recommendation for the award, the judges acknowledged the high level of corporate commitment which includes both strategic support for NGOs and the opportunity for employee involvement.

As a tire manufacturer, Bridgestone regards road safety as an important priority across the globe to support the safe mobility of people and objects with peace of mind. The BRSP advances global road safety by leveraging education, knowledge sharing, and strategic partnerships to support the United Nations Sustainable Development Goal (SDG) 3.6, which aims to halve road traffic deaths and injuries by 2030. Backed by Bridgestone’s presence in over 150 countries and regions, the program realigned in 2019 to focus on four core areas:

- Safer Mobility : Leveraging tire technology and sustainable mobility solutions to enhance safety
- Safer Communities : Conducting road safety education and awareness initiatives for all road users
- Safer Roads : Collaborating with governments and communities to improve road infrastructure
- Employee Engagement : Empowering employees to actively contribute to road safety in their communities

In 2022, Bridgestone committed to donating a total of US\$1 million to the United Nations Road Safety Fund (UNRSF) over four years (2022–2025)\*2. Through this partnership with the UNRSF, Bridgestone is accelerating efforts to enhance road safety on a global scale.

“It is a true honor to receive the Prince Michael International Road Safety Award, one of the highest accolades in road safety,” said Paul Choo, Chief Human Resources Officer, responsible for HR and CSR across Bridgestone Asia Pacific, India, China (BSAPIC). “At Bridgestone, we continually strive to deliver value to our customers and communities, and the BRSP is an essential part of our efforts to achieve this. The program’s initiatives consider the needs of each community and integrate road safety efforts tailored to bettering the daily lives of local road-users. This award serves as a testament to Bridgestone’s dedication to our ongoing collaboration with local stakeholders and the development of innovative strategies aimed at educating the next generation about road safety.”

The mantra of the BRSP, “Life is a journey. Let’s make it a safe one,” embodies Bridgestone’s commitment to community safety, with impactful road safety initiatives across various regions:



**Thailand:** The “Bridgestone Road Safety Project” in Thailand promotes safe mobility through school-based education, youth leadership training, and road infrastructure improvements. The program has reached numerous schools, engaged a wide range of students and community members, and successfully enhanced road infrastructure, improving safety ratings in key areas.



**India:** “Project Sarthi” provides formal training in heavy motor vehicle driving and responsible road safety for unemployed youth from socio-economically disadvantaged backgrounds. Many participants have completed the program and secured employment, demonstrating its significant impact.



**Italy:** The “Sicurezza on the Road” program, in collaboration with the Italian Red Cross, provides road safety and sustainability workshops for youth. The program has reached a large number of secondary students, fostering greater awareness and responsible behaviors.



**Latin America:** The “Think Before You Drive – Kids” program introduces children to responsible road safety practices in an interactive classroom setting. It has benefited students in multiple schools across Costa Rica and Mexico, equipping them with essential safety knowledge.



**Japan:** Bridgestone, as a member of society providing “Tires and Solutions that carry lives,” engages in various initiatives to address social needs and issues related to road safety in Japan. Bridgestone implements a wide range of activities tailored to different generations, including children, family drivers, and the elderly, through programs such as Tire Safety initiatives and Bicycle Road Safety campaigns.

Through these diverse initiatives, BRSP is making measurable strides in road safety worldwide.

The BRSP underpins Bridgestone’s global road safety vision of “Safer journeys and mobility for all.” Guided by the Bridgestone E8 Commitment<sup>\*3</sup>, specifically the value of “Ease: Committed to bringing comfort and peace of mind to mobility life” and “Empowerment: Committed to contributing to a society that ensures accessibility and dignity for all.” Bridgestone aims to expand its road safety initiatives, continuing to deliver both social and customer value on its path

to becoming a sustainable solutions company.

- \*1 Since 1987 these awards have given public recognition to those who have improved road safety throughout Britain. Now the Prince Michael International Road Safety Awards recognize outstanding achievement and innovation world-wide. Each year the most outstanding examples of international road safety initiatives are given public recognition through the scheme. All road users, including pedestrians, drivers, cyclists, bikers and horse riders are asked to identify those whose initiatives make our roads safer and nominate them for an award.  
<https://www.roadsafetyawards.com/>
- \*2 [Bridgestone Announces Global Road Safety Support through Donations to UNRSF](#)
- \*3 The Bridgestone Group established its corporate commitment, the "Bridgestone E8 Commitment," to help it realize its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." This commitment will serve as the Group's axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of eight Bridgestone-like values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through Bridgestone-like purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

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**About Bridgestone Corporation:**

*Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide. 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.*