

For Immediate Release

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Bridgestone Retail Operations Goes Paperless with Digital Inspections

- **Retail customers of Bridgestone's 2,200+ retail stores will now receive digital vehicle inspections in lieu of a paper report.**
- **Digital inspections are designed to improve store efficiency, increase transparency and trust with customers, and provide data insights to further enhance tire design and development.**
- **The effort is expected to save 35 million pieces of paper annually.**

NASHVILLE, Tenn. (Aug. 6, 2024) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), today announced it is going digital. All retail customers visiting its more than 2,200 tire and automotive service centers will now receive digital vehicle inspections. The nationwide transition is part of BSRO's "Go Paperless" initiative to support a more sustainable future. The initiative will save approximately 35 million pieces of paper annually, the equivalent of 3,500 trees per year.

Customers of BSRO brands including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works will now receive an email in lieu of a paper report that includes recommended services paired with real-time visuals.

"Customers have repeatedly expressed a desire to join us on our sustainability journey, and implementing digital inspections is our way of involving them in our transition," said Marko Ibrahim, president, BSRO. "Taking our inspections fully digital not only helps the environment, but also delivers more transparency and clarity to our customers as we seek to be the most trusted auto care provider in every neighborhood we serve."

In addition to paperless inspections efforts, BSRO's sustainability initiatives include the expansion of maintenance services and charging resources for electric vehicles and energy saving technologies to reduce carbon emissions.

The nationwide digital inspections rollout supports the Bridgestone [E8 Commitment](#), which established eight values to solidify the company's commitment to a more sustainable future. The initiative is an example of the company's commitment to "Energy," "Ecology" and "Efficiency."

For more Bridgestone company news visit 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 45,000 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.

About Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn. and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

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