

Bridgestone Corporation
1-1, Kyobashi 3-chome
Chuo-ku, Tokyo 104-8340, Japan
<https://www.bridgestone.com/>

For Immediate Release
Contact: Keith Cawley
CawleyKeith@bfusa.com

Bridgestone to reinforce global motorsports initiatives after Worldwide Olympic and Paralympic Partnerships

Tokyo (October 1, 2024) - Bridgestone has decided and agreed with the International Olympic Committee (IOC) not to renew its current Worldwide Olympic and Paralympic Partnership agreement after its expiration at the end of 2024. The decision comes after an evaluation of the company's evolving corporate brand strategy and its recommitment to more endemic global motorsports platforms.

Based on Bridgestone's Corporate Mission of "Serving Society with Superior Quality," the company still strongly believes in the IOC's vision of "building a better world through sport" and the International Paralympic Committee (IPC)'s vision of "an inclusive world through Para Sport."

As a Worldwide Olympic Partner since 2014 and a Worldwide Paralympic Partner since 2018, Bridgestone has proudly promoted the power of sports and supported the journeys of athletes as they pursue their dreams. Strong collaboration with the IOC and IPC over the past 10 years has produced successful activities that helped Bridgestone engage employees and strengthen relationships with its customers and partners around the world.

Still believing in the power of sports, the company will carry that momentum forward through a greater focus on more endemic platforms where tire products can directly challenge performance, drive innovation, and create widespread value. Through reinforcement of motorsport, Bridgestone will commit to empowering each and all to achieve their best and being essential to the future of mobility by enhancing its position as a sustainable premium brand.

Through the "Bridgestone E8 Commitment," Bridgestone is committed to helping realize a sustainable society by co-creating value together with employees, society, its partners, and its customers. The Bridgestone E8 Commitment consists of eight values that serve as the company's axis to drive management while earning the trust of future generations. The company's strategic shift to more endemic global motorsports initiatives is designed to help

further this commitment and advance developments towards sustainable mobility innovation.

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.

About Bridgestone E8 Commitment

Bridgestone established its corporate commitment, the "Bridgestone E8 Commitment" to 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 axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of 8 Bridgestone-like values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that it will commit to creating through Bridgestone-like "purpose" and "process", together with employees, society, its partners and customers to realize a sustainable society.

###