

News Release



BRIDGESTONE AMERICAS, INC.
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For Immediate Release

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Bridgestone Retail Donates 54,000 Trees in Annual Campaign

- For the second consecutive year, Bridgestone Retail Operations (BSRO) and the National Forest Foundation partnered to promote sustainability and plant a tree.
- Between April 22 and May 12, more than 54,000 customers downloaded the My Firestone and Tires Plus apps, resulting in 54,000 trees planted in communities that need them most.
- To celebrate, BSRO planted cherry blossom trees at Boys and Girls Clubs of Middle Tennessee's North Nashville Clubhouse on July 18.

NASHVILLE, Tenn. (July 19, 2024) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), today announced more than 54,000 trees will be planted in communities nationwide as a result of the company's second annual "Download the App, Plant a Tree" campaign. The campaign encouraged customers of Firestone Complete Auto Care and Tires Plus to help the tire & automotive service locations reduce paper waste.

Between Earth Day (April 22) and the conclusion of Bridgestone's Sustainable Business Week (May 12), BSRO partnered with the National Forest Foundation to plant a tree for every new [My Firestone](#) and [Tires Plus](#) app download. This year's campaign resulted in more than 54,000 app downloads, providing 54,000 trees to communities lacking access to greenery.

"Our stores play an integral role in Bridgestone's larger commitment to sustainability, and we are proud of this year's campaign results," said Marko Ibrahim, president, BSRO. "Enriching the communities we serve through initiatives that directly improve access to green space is a great example of our Promise to Care in action.

To commemorate the results of this year's campaign, BSRO teamed up with Boys and Girls Clubs of Middle Tennessee on July 18 for a special event. The group planted cherry blossom trees at the Club's Andrew Jackson Clubhouse in North Nashville. The tree donation will help the Club expand access to greenery, provide ample shade for

Club kids in the coming summer months, and foster opportunities for outdoor education.

The My Firestone and Tires Plus apps serve as “digital glove boxes” and allow customers to book appointments, manage their vehicle service history, and explore offers through the convenience of their mobile devices. Encouraging app downloads aims to significantly reduce paper use at the company’s 2,200 retail locations through a transition to digital processes. In addition to the campaign, BSRO’s sustainability initiatives include the expansion of maintenance services and charging resources for electric vehicles and the recycling of nearly every product and byproduct used at stores.

The “Download the App, Plant a Tree” campaign supports the Bridgestone [E8 Commitment](#), which established eight values to solidify the company’s commitment to a more sustainable future. The campaign 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.

About National Forest Foundation:

The National Forest Foundation works on behalf of the American public to inspire personal and meaningful connections to our National Forests. By directly engaging Americans and leveraging private and public funding, the NFF leads forest conservation efforts and promotes responsible recreation. Each year the NFF restores fish and wildlife habitat, facilitates common ground, plants trees in areas affected by fires, insects and disease and improves recreational opportunities. The NFF believes our National Forests and all they offer are an American treasure and are vital to the health of our communities. Learn more at nationalforests.org.

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