

For Immediate Release

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Bridgestone to Exhibit at 40th Space Symposium Empowering Lunar Mobility from the Ground Up Under Extreme Conditions

Tokyo (April 2, 2025) — Bridgestone Corporation today announced that it will exhibit at the 40th Space Symposium, the United States' largest space-related symposium. The event is scheduled to take place in Colorado Springs, Colorado from Monday, April 7 to Thursday, April 10, 2025. Bridgestone's exhibit will be in the Japan's Space Industry booth, organized by the Japan Aerospace Exploration Agency. Bridgestone aims to accelerate its co-creation initiatives by showcasing the challenge and pursuit of excellence through the development of lunar rover tires, which started in 2019. At the 40th Space Symposium, the Company will showcase two concept models of the second-generation lunar rover tire. These models have been refined from the previous year's model to feature lower weight, making them suitable for small and medium-sized lunar rovers. These exhibits will serve as a venue for expanding Bridgestone's space business network and creating opportunities for co-creation.

[Concept Model of Tires for Small and Medium-Sized Lunar Rovers to be Exhibited by Bridgestone]



A Model Focused on Lower Weight



A Model Balancing Lower Weight and Traversability

Throughout its history of more than 90 years of tire development, drawing on its global expertise in supporting all types of mobility on Earth, Bridgestone is now empowering the evolution of space mobility through innovation. Honed in extreme conditions such as motorsports and backed by cultivated expertise, the company is tackling the challenges of lunar exploration, advancing the technology of lunar rover tires as the next stage to surpass its limits. Moreover, Bridgestone is expanding its opportunities for co-creation in this field, as seen in its reaching a collaboration agreement in 2024 with U.S.-based Astrobotic Technology, Inc., a leader in space exploration and technology development. Going forward, the Company will continue its journey to develop tires that can be customized based on the needs of a specific customer or mission, supporting safety, peace of mind, and the challenge of humanity in lunar development from the ground up.

The lunar rover tire development project is an initiative to expand the utilization of technologies developed in relation to the "AirFree Concept," which has been positioned as an exploratory business in Bridgestone's Mid Term Business Plan (2024-2026), from Earth to outer space and the lunar surface. In the future, the Company aims to apply the technology refined in the extreme lunar environment to tires used on Earth, thereby contributing to further value creation.

In addition to exhibiting a concept model of tires for small and medium-sized lunar rovers at its booth, Bridgestone is also scheduled to take part in a collaboration panel together with Toyota Motor Corporation, Idemitsu Kosan Co., Ltd., and symposium organizer Space Foundation.

For more information on Bridgestone's lunar rover tire technologies, please refer to the [Company's corporate website](#).

Overview of 40th Space Symposium

Date: Monday, April 7- Thursday, April 10, 2025

Location: Colorado Springs, Colorado, United States

Location of Japan's Space Industry booth: BAE Systems Exhibit Center-South Hall #111

For more information, please refer to the Japan's Space Industry booth website of the Japan Aerospace Exploration Agency.

Bridgestone's Exhibition

Two small to medium-sized lunar rover tire concept models

Panel Discussion

- Title: U.S.-Japan Space Collaboration: Lunar Exploration and Beyond
- Description: The panel will examine the U.S.-Japan space collaboration, focusing on opportunities and future projects in lunar exploration and related ventures. Discussion to explore successful collaboration models and inspire participation in the international space ecosystem.
- Date: Wednesday, April 9, 2025; 11 a.m. – noon (Mountain Standard Time)
- Location: Stage at Japan's Space Industry booth
- Participants (tentative):
 - Kelli Kedis Ogborn, Space Foundation (Moderator)
 - Takahiro Okano, Deputy General Manager, Advanced Space Mobility Development Division, Advanced R&D and Engineering Company, Toyota Motor Corporation
 - Michael C. Stinson, Senior Business Development Manager, Idemitsu Americas Holdings Corporation
 - Masaki Ota, Director, BSJP OE Tire Sales Strategy & Planning/New Mobility Business Division, Bridgestone Corporation

By supporting space mobility through lunar rover tire development, Bridgestone strives to achieve the corporate commitment of "Extension: Committed to nonstop mobility and innovation that keeps people and the world moving ahead" described in its "Bridgestone E8 Commitment."^{*1}

^{*1} 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 uniquely Bridgestone values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through distinctly Bridgestone purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

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.