

SEGMENT HIGHLIGHTS

Bridgestone Corporation and Subsidiaries
 Years ended December 31, 2008, 2007, 2006, 2005, and 2004

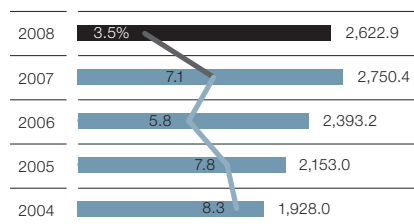
Business Segments

TIRE BUSINESS

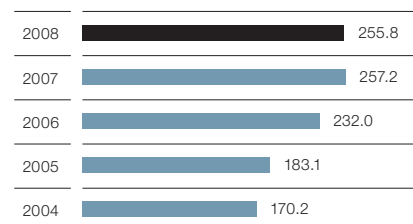
In the tire segment, the Group worked to maximize its sales momentum by introducing appealing new products in domestic and overseas markets and bolstered its operations, primarily in products identified as strategic products, through carefully determined steps, such as improving and expanding strategic production sites around the world. However, the fourth quarter, in particular, was marked by a dramatic decline in global automotive production and by sluggish demand in the replacement market, which had a major effect on sales. As a result, net sales in the tire segment totaled ¥2,622.9 billion, a 5% decrease from fiscal 2007, due in part to the exchange impact of the stronger Japanese yen. With a significant impact from such factors as sharply higher prices for raw materials, operating income decreased 52%, to ¥92.8 billion.

81%

Net Sales/Operating Income Margin
 ¥ billion/%



Capital Expenditures
 ¥ billion

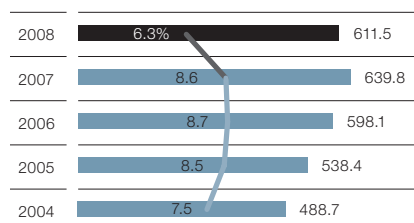


DIVERSIFIED PRODUCTS BUSINESS

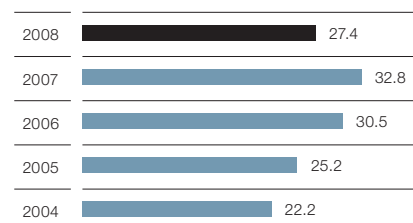
In the diversified products segment, net sales totaled ¥611.5 billion, a 4% decrease from fiscal 2007, due in part to the appreciation of the Japanese yen. Sharply higher prices for raw materials had a significant effect on operating income, which was down 29%, to ¥38.7 billion.

19%

Net Sales/Operating Income Margin
 ¥ billion/%



Capital Expenditures
 ¥ billion



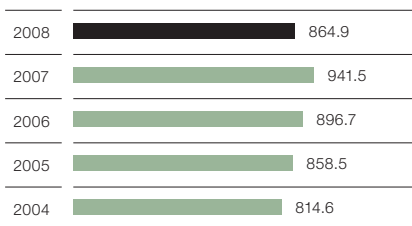
Note: Net sales exclude inter-segment transactions.

Geographic Segments

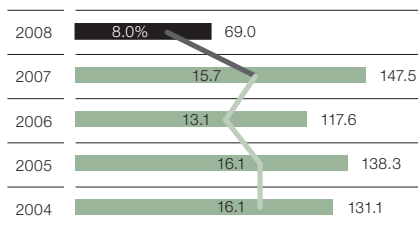
JAPAN

27%

Net Sales
¥ billion



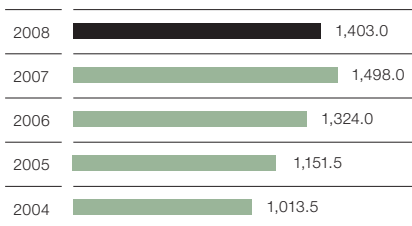
Operating Income/Operating Income Margin
¥ billion/%



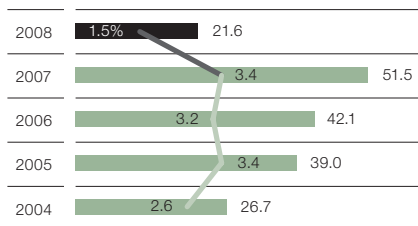
THE AMERICAS

43%

Net Sales
¥ billion



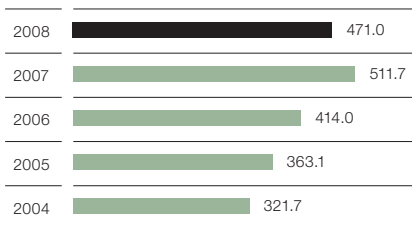
Operating Income/Operating Income Margin
¥ billion/%



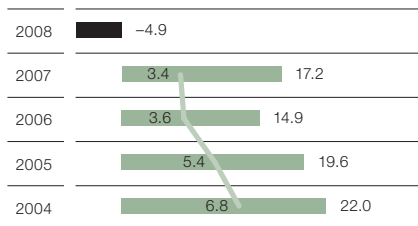
EUROPE

15%

Net Sales
¥ billion



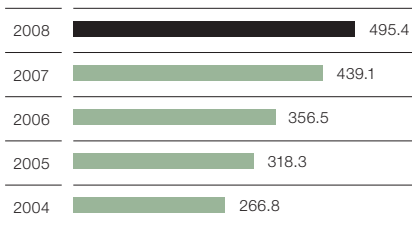
Operating Income/Operating Income Margin
¥ billion/%



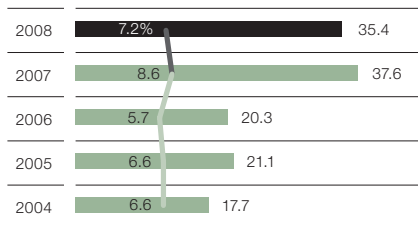
OTHERS

15%

Net Sales
¥ billion



Operating Income/Operating Income Margin
¥ billion/%



Note: Net sales exclude inter-segment transactions.