

SEGMENT HIGHLIGHTS

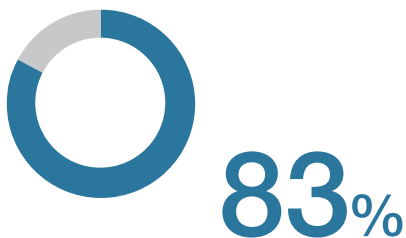
BUSINESS SEGMENTS

Bridgestone Corporation and Subsidiaries
 Years ended December 31, 2009, 2008, 2007, 2006, and 2005

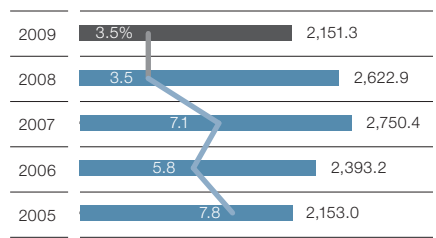
TIRE BUSINESS

Tires: Tires and tire tubes for passenger cars, trucks, buses, construction and mining vehicles, industrial machinery, agricultural machinery, aircraft, and motorcycles, retreading materials and services, automotive maintenance and repair services, tire raw materials, and other

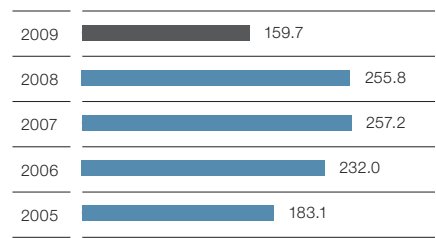
Net Sales by Business Segment



Net Sales/Operating Income Margin
 ¥ billion / %



Capital Expenditures
 ¥ billion



DIVERSIFIED PRODUCTS BUSINESS

Chemical and Industrial products: Vehicle parts, polyurethane foam and related products, electronic precision parts, industrial materials-related products, civil engineering and construction materials and equipment, and other

Sporting goods: Golf balls, golf clubs, other sporting goods, and other

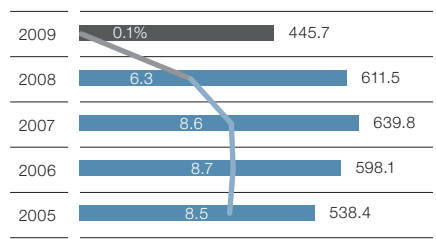
Bicycles: Bicycles, bicycle-related goods, and other

Other: Finance, and other

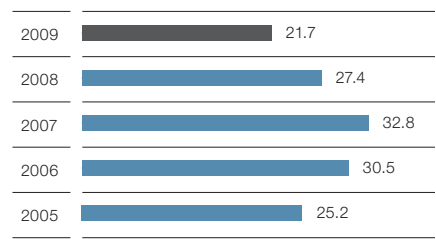
Net Sales by Business Segment



Net Sales/Operating Income Margin
 ¥ billion / %



Capital Expenditures
 ¥ billion



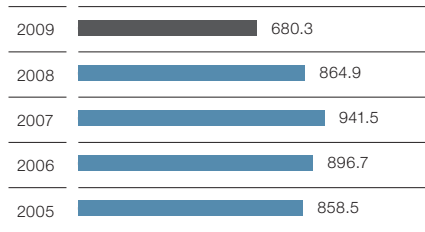
Note: Net sales exclude inter-segment transactions.

GEOGRAPHIC SEGMENTS

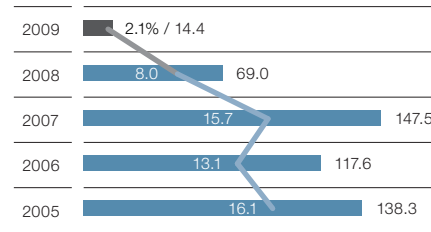
Bridgestone Corporation and Subsidiaries
Years ended December 31, 2009, 2008, 2007, 2006, and 2005

JAPAN

Net Sales
¥ billion



Operating Income/Operating Income Margin
¥ billion/%

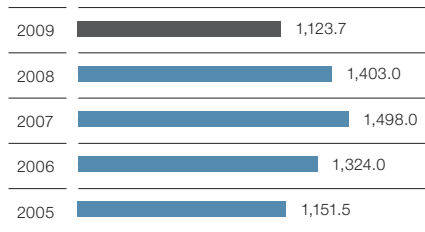


Net Sales by Geographic Segment

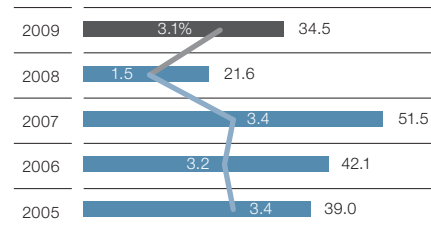


THE AMERICAS

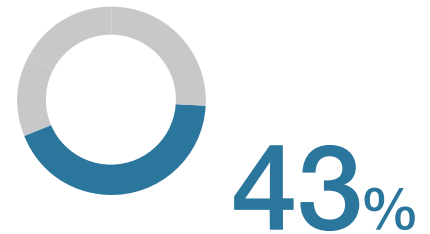
Net Sales
¥ billion



Operating Income/Operating Income Margin
¥ billion/%

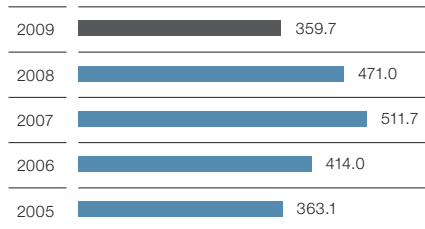


Net Sales by Geographic Segment

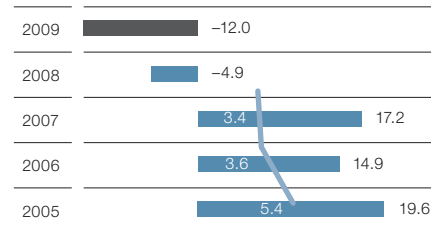


EUROPE

Net Sales
¥ billion



Operating Income/Operating Income Margin
¥ billion/%

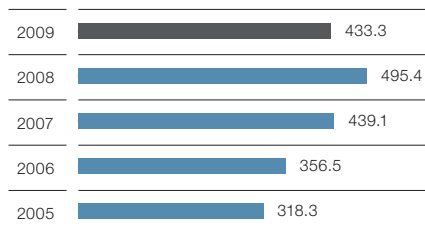


Net Sales by Geographic Segment

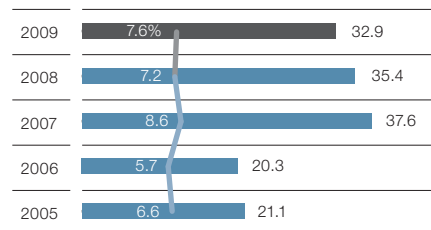


OTHERS

Net Sales
¥ billion



Operating Income/Operating Income Margin
¥ billion/%



Net Sales by Geographic Segment



Note: Net sales exclude inter-segment transactions.