

# THE BRIDGESTONE GROUP'S APPROACH TO CSR ACTIVITIES

We define corporate social responsibility (CSR) in the Bridgestone Group as the realization of “The Bridgestone Way” through activities that benefit society as a whole. By continuously enhancing our level of CSR activities, we will further strengthen the Group’s capacity and capabilities, which in turn will lead the Group’s management to realize its ideal state. We are committed to supporting the pursuit of CSR activities at both the management and employee levels.

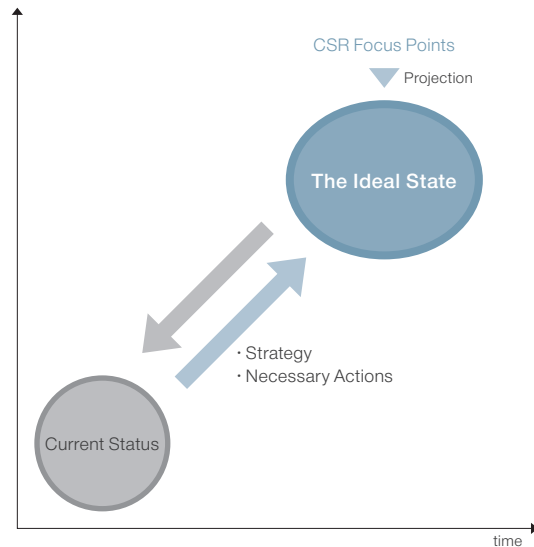
## THE COMPANY’S CSR ACTIVITIES: POSITIVE ACTIONS IN THE COURSE OF OUR DAILY BUSINESS OPERATIONS AND ACTIVITIES

We believe that it is important to enhance the CSR activities that are at the heart of management itself. This is the essence of all of our corporate activities.

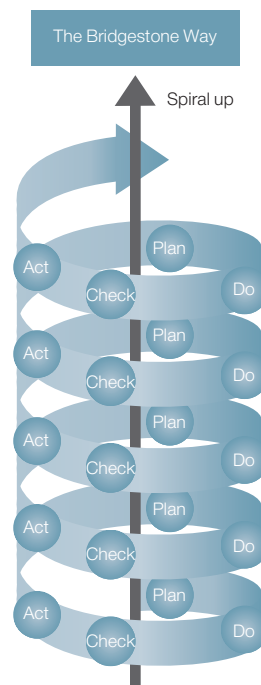
We conduct business operations pursuant to the Mid-term Management Plan (MTP), which helps us define what the ideal state is for the Group going forward and identifies the steps or measures necessary to realize that state. In setting this direction, we take into account not only operational challenges, but also the “22 CSR Focus Points” that we have identified. With these as our guide, we can establish clear MTP goals. Through this process, we have formalized our commitment to CSR activities as part of our management cycle.

We believe that meeting our MTP goals—which clearly incorporate our commitment to CSR—will help us to continue to live up to our social responsibilities as a company, as well as continue to work toward the complete realization of “The Bridgestone Way.”

## CSR & MID-TERM MANAGEMENT PLAN



## CSR OF MANAGEMENT CYCLE

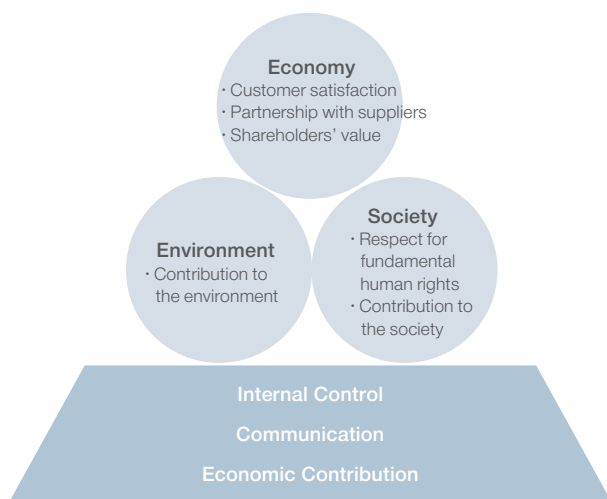


## “22 CSR FOCUS POINTS”

The “22 CSR Focus Points” have been identified as issues that are important to society and to which the Bridgestone Group can make a positive contribution based on three perspectives—the degree of importance to the Group, the degree of importance to Group stakeholders, and the level to which the Group has implemented the steps or measures as part of its plan to realize the ideal state mentioned above. The focus points comprise fundamental social responsibilities—such as economic contribution, compliance, risk management, and communication with stakeholders—as well as targets set independently by the Group as autonomous social responsibilities.

The “22 CSR Focus Points,” which serve as a “common language” to ensure the consistency of the Group’s CSR activities on a global scale, are redefined through rolling updates based on the three perspectives described above and serve as a compass to guide us toward the realization of “The Bridgestone Way.”

## COMPONENT OF “22 CSR FOCUS POINTS”



## EMPLOYEE'S CSR ACTIVITIES IN JAPAN: ENHANCING CSR ACTIVITIES IN THE COURSE OF OUR DAILY BUSINESS OPERATIONS AND ACTIVITIES

The commitment of our employees toward the chosen CSR activities plays a vital role in the realization of “The Bridgestone Way.” Through these initiatives, led by the key CSR person at each division and each plant, we will strive to ensure that our standard work practices continue to earn the trust of stakeholders.

## CSR ENHANCEMENT SYSTEM

Chaired by the CEO and President, the Integrated CSR Enhancement Committee is responsible for establishing the CSR-related vision for the entire Group.

Consisting of five committees—the Risk Management Committee, the Compliance Committee, the Environmental and Conservation Committee, the Societal and Educational Committee, and the Group Safety Committee—the Integrated CSR Enhancement Committee promotes the concept of CSR-related management throughout the Bridgestone Group. In addition, we have established a department dedicated to CSR within our Corporate Planning Division, which is responsible for formulating our management strategies. This department works to incorporate CSR into our management strategies and development systems in order to increase the effectiveness of our CSR initiatives.

## FRAMEWORK FOR CSR ACTIVITIES IN JAPAN

A key contact person for CSR has been designated at each division and each plant. Working under either the division or plant leader, who has responsibility for the advancement of CSR initiatives, the key CSR person serves the important role of promulgating CSR awareness throughout the workplace. In 2008, these key CSR people led CSR workshops for all employees of indirect divisions to foster awareness of individual responsibility for CSR activities.