

For Immediate Release  
 Contact: Media Center  
 (81-3)3563-6811

BRIDGESTONE CORPORATION  
 Public Relations  
 10-1, Kyobashi 1-chome  
 Chuo-ku, Tokyo 104-8340, Japan  
 Tel : +81-3-3563-6811  
 Fax : +81-3-3567-4615  
<http://www.bridgestone.com/>

## Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2011

Tokyo (May 13, 2011) - Based on recent performance trends, the company's results through the first quarter and its assessment of the global economy for the remainder of the year, Bridgestone Corporation (the "company") today announced revisions to its consolidated financial projections for the fiscal year ending December 31, 2011 (the projections were previously announced on February 18, 2011). The revisions are as follows.

Revisions to consolidated financial projections for the first half of the fiscal year ending December 31, 2011 (January 1, 2011, to June 30, 2011)

(Reference)

	(Revised) First half of FY2011 projection	(February 18) First half of FY2011 projection	Increase (decrease)		First half of FY2010 Results
			¥ million 10,000	% 0.7	
Net sales	¥ million 1,480,000	¥ million 1,470,000	¥ million 10,000	% 0.7	¥ million 1,385,991
Operating income (loss)	72,000	45,000	27,000	60.0	78,423
Ordinary income (loss)	64,000	37,000	27,000	73.0	67,958
Net income (loss)	35,000	23,000	12,000	52.2	44,503
Net income per share	yen 44.72	yen 29.39	-	-	yen 56.74

Revisions to full-year consolidated financial projections for the fiscal year ending December 31, 2011 (January 1, 2011, to December 31, 2011)

(Reference)

	(Revised) FY2011 projection	(February 18) FY2011 projection	Increase (decrease)		FY2010 Results
			¥ million 10,000	% 0.3	
Net sales	¥ million 3,190,000	¥ million 3,180,000	¥ million 10,000	% 0.3	¥ million 2,861,615
Operating income (loss)	167,000	140,000	27,000	19.3	166,450
Ordinary income (loss)	151,000	124,000	27,000	21.8	147,905
Net income (loss)	94,000	82,000	12,000	14.6	98,913
Net income per share	yen 120.10	yen 104.77	-	-	yen 126.19

## Reasons for the revision

The company anticipates its operating income, ordinary income and net income of the first half of the fiscal year ending December 31, 2011, will exceed the previous financial projection primarily as a result of initiatives to reduce expenses while enhancing quality and safety, and raising the selling-prices of tires in overseas markets.

Accordingly, the company revises its full-year consolidated financial projections for the fiscal year ending December 31, 2011 that reflects only the revisions to financial projections for the first half of the fiscal year ending December 31, 2011. Meanwhile, the company is not revising its consolidated financial projections for the second half of the fiscal year ending December 31, 2011, from its previous financial projection announced on February 18, 2011.

The company expects to update its full-year consolidated financial projections for the fiscal year ending December 31, 2011 after reviewing the second half of the fiscal year ending December 31, 2011 by the time the company announces consolidated results for the second quarter of the fiscal year ending December 31, 2011.

### **Note to ensure appropriate use of forward-looking statements**

The preceding descriptions of projections and plans are “forward-looking statements,” which involve known and unknown risks and uncertainties. Those variables could cause the Bridgestone Group’s actual performance and results to differ from management’s projections and plans.