

**“Serving society with superior quality”
with “trust and pride”**

Our hope is that our customers will trust the safety of a product because it carries the Bridgestone name, a true mark of quality. We are committed to working to make life safer and more comfortable for all our customers. We are also working diligently to earn and maintain the trust of our customers, employees and communities, while taking pride in the esteem in which the Bridgestone name is held around the world. The pride that comes from such well-earned trust is the spirit that motivates the employees of the Bridgestone Group worldwide.

Our corporate mission is to “serve society with superior quality,” words used by Bridgestone’s founder Shojiro Ishibashi to describe his vision for the company. Superior quality is not merely a goal to which we aspire in connection with our products, services and technology. It is something that we pursue in all of our corporate activities.

This “spirit” and “mission” form key elements of the Bridgestone Way. They provide an unchanging direction and motivating force as we work together to establish the Bridgestone Group as the world No.1 in name and substance.

