

## The Bridgestone Essence

### Mission

Serving Society with Superior Quality

### Foundation

Seijitsu-Kyocho  
(Integrity and Teamwork)

Shinshu-Dokuso  
(Creative Pioneering)

Genbutsu-Genba  
(Decision-Making Based on Verified, On-Site Observations)

Jukuryo-Danko  
(Decisive Action after Thorough Planning)

## Our Traditions, Inspiring the Future

What does Bridgestone mean to you?

What is the spirit of Bridgestone?

The spirit of Bridgestone can be felt in the underlying principles and values that have been passed down through the company from generation to generation since its founding in 1931.

Our founder, Shojiro Ishibashi, was committed to contributing to society through business, and took on the challenge of manufacturing tires.

Bridgestone's Mission of "Serving Society with Superior Quality" is based on the philosophy of Shojiro Ishibashi, and Bridgestone's employees strive to fulfill the Mission through the work they do each day.

To help us fulfill our mission, we have established four components that comprise the Foundation of the Bridgestone Essence.

Bridgestone has traditions that have remained unchanged for years, even decades, but we also challenge ourselves for a better future.

The Bridgestone Essence reflects the very best of what we strive to be.



*"I am convinced that a simple profit-seeking business will never thrive, but a business that contributes to its society and country will be forever profitable."*  
Shojiro Ishibashi, Founder