



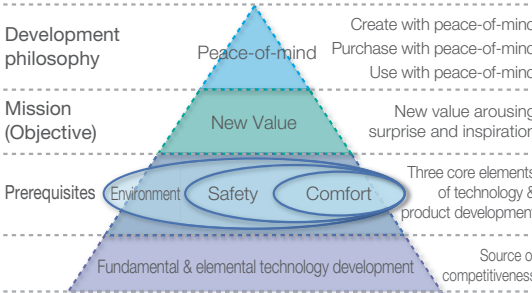
The core principle of “safety” in tire development

Bridgestone puts the principle of safety first throughout all stages of the tire lifecycle, from development to production, sale and use. In tire design and development, we’ve defined our three core elements as safety, comfort and the environment, and we will invest resources to ensure that our tires continue to deliver on all three fronts. Striking a harmonious balance among the three elements will allow us to achieve ever-higher levels of value as our users “enjoy the surprise” provided by our products.

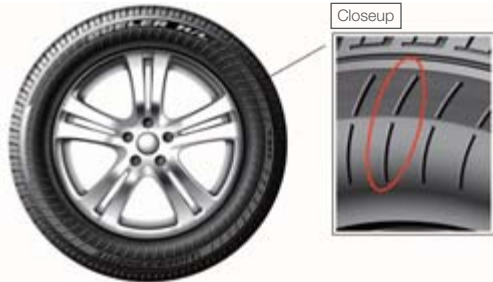
Based on our company’s mission of “serving society with superior quality,” Bridgestone has always focused heavily on research and development activities, consistently promoting advances in technology. Currently the Bridgestone Group operates tire technical centers at four sites spread across the globe, in Japan (Kodaira, Tokyo), the United States (Akron, Ohio), Italy (Rome) and China* (Wuxi, Jiangsu Province). Along with the Chemical and Industrial Products Technical Center, located at the site of the Yokohama Plant, these facilities are engaged in the development of future products and new technologies as well as in basic research on raw materials. In addition, our tires are tested on production vehicles under varied road surface conditions at eleven proving grounds around the world in support of the Bridgestone Group’s development operations.

* Our technical center in China evaluates locally manufactured raw materials to promote rapid local product commercialization.

Development Philosophy:
ENJOY THE SURPRISE
 (Employees, shareholders, customers, society)

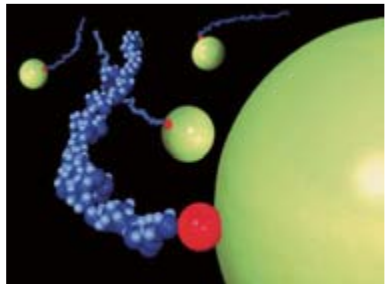


COOLING FIN



In August 2007, we unveiled a new technology called “COOLING FIN” that enhances the post-puncture durability of runflat tires. This new technology consists of “fins” which are radial protrusions located on the external tire surface. The fins work by promoting increased air turbulence, which in turn helps to cool the tire sidewall. The application of this new technology promises to make it easier to develop runflats for vehicles such as minivans, large passenger sedans and some SUVs. Tires for these vehicles have larger cross sections, which generate greater sidewall heat at lower tire pressures. This technology also opens up the possibility of reducing the thickness of rubber used to reinforce the tire sidewall, leading to a reduction in weight as well as more comfortable ride characteristics.

NanoPro-Tech



In July 2006, we successfully completed the development of a new synthetic rubber called “high cis butadiene” that can chemically bond with silica at its molecular chain end. This was made possible by a new molecular design technology called NanoPro-Tech (an abbreviation of Nanostructure-Oriented Properties Control Technology). Using NanoPro-Tech, it is possible to tailor the molecular structure of various raw materials used to make the rubber and other compounds for the production of tires, including polymers of natural or synthetic rubber, filler compounds such as carbon black and silica, and other additives. The technology allows tire developers to control the chemical affinity of rubber polymers for the filler compounds, which in turn enables greater control over tire morphology. The end-result is that we can more easily engineer the type of tire compounds required for the desired tire application.