



Rubber Estates

The Bridgestone Group has approximately 24,000 hectares of rubber farms in Indonesia and 48,000 hectares in Liberia. At these farms, we plant and cultivate natural rubber trees and harvest latex.



Superior In-House Production Technology

The Bridgestone Group produces many of the raw materials required in our products, including natural rubber, synthetic rubber, carbon black, and steel cord. As a result, we are able to create strategic and competitive materials.



Tire Plants

With technical centers and plants in the United States, Europe, the Middle East & Africa, Asia, and Japan, we are working to constantly strengthen and enhance our products and construct timely supply systems by taking into consideration the conditions of each market.



Retail Tire Stores

Bridgestone's retail tire stores deliver products—developed through customer feedback—directly into the hands of our customers. For this reason, we are working to strengthen this network of stores, which is a direct point of contact with our customers.



From Raw Materials to the End User

The production of high-quality natural rubber on our own estates enables us to implement a rigorous focus on raw materials, and the in-house development and production of synthetic rubber, carbon black, steel cord, and other materials makes it possible for us to create products that reflect the needs of the market. To this end, to communicate directly with our customers, we are moving forward with initiatives to strengthen our retail network and to enhance the service we offer after the initial sale.

Our commitment to meeting the expectations of our customers is just the beginning for the Bridgestone Group. All divisions are linked, from raw material R&D to production and sales, and employees are fully focused on the performance characteristics we require in our products.

These comprehensive initiatives make up a key source of the Group's competitive strength. They enable us to provide products and services customers can use with confidence, while supporting our ability to realize the highest levels of quality.