

Developing the world's foremost sales network and localized technical customer services

The Bridgestone Group sells products in more than 150 countries around the world. In terms of scale, our sales network is one of the largest in the world. We also strive to provide direct, personalized sales and technical service to customers across the globe. The scope of this network and the retail know-how that we have developed are significant factors which enhance the global competitiveness of the Bridgestone Group.

Reflecting the diverse values of Bridgestone Group customers and the need to respond to advanced customer requirements, we are working to integrate our sales and technical services functions as a way of raising customer satisfaction. We have established technical service divisions across the Bridgestone Group in order to provide varied and highly localized services. Tire markets differ markedly in terms of their characteristics, and this approach emphasizes the need for locally tailored activity programs to respond quickly to the demands of the local

customer base. Based on surveys of actual use conditions in the local market, technical service groups supply tire inspection, maintenance and other services to continue to ensure that our tires perform to their full potential. The data collected are also used to assist us in further improving our products. We analyze data from each market carefully to optimize tire development.

We introduced the Strategic Business Unit (SBU) organization to the Bridgestone Group in October 2006. SBUs are autonomous entities managing Bridgestone Group operations along regional or product-based lines. There are six SBUs defined in terms of geographic segments and two SBUs that focus on specific product sectors. The purpose of the SBU structure is to facilitate a more direct and rapid response to customers based on local market trends. Through the SBU organization, the Bridgestone Group aims to become a truly global enterprise.

Bridgestone Group SBU Organization (Conceptual Diagram)

