

A wholehearted commitment to environmental protection

The Bridgestone Group aims to be the world No. 1 tire and rubber company in name and substance in CSR initiatives such as environmental activities and road safety programs. In recent years, in addition to involvement in local activities which address atmospheric or water pollution, our communities rightfully expect that corporations will take actions to enhance our environment and address issues on a global level such as global warming.

The Bridgestone Group is actively engaged as a manufacturer in addressing a range of environmental issues that arise at different stages of product lifecycles, from raw material consumption to production to distribution, usage and final disposal. The goal of our programs is to lower the environmental impact of all related processes. The Bridgestone Group, a leading corporate enterprise that makes and sells a large variety of products worldwide—including bicycles and sporting goods as well as tires and rubber products—is working to develop a diverse range of environmental management activities which will support our goal of minimizing our environmental footprint while we grow and diversify our businesses.

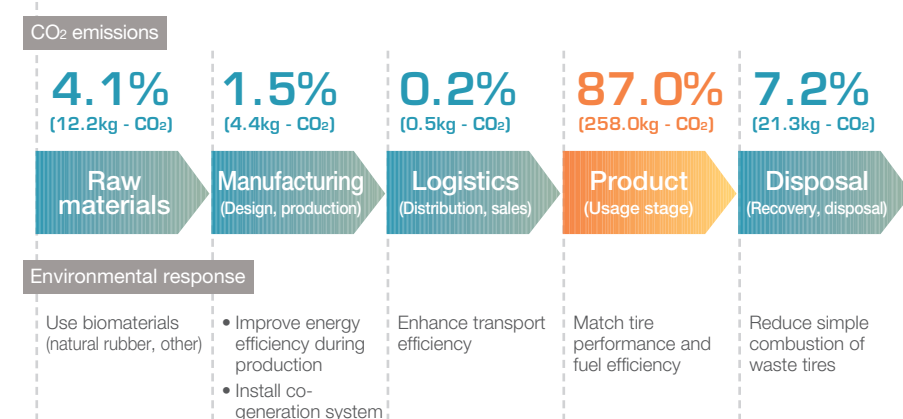
Studies show that product usage accounts for 87%* of the overall lifecycle CO₂ emissions of a tire. Naturally, the Bridgestone Group is actively trying to reduce CO₂

emissions from tires in non-usage lifecycle stages by boosting the energy efficiency of the production and distribution processes, and through used tire collection and recycling programs. However, we believe that one of the most critical methods for reducing emissions is the development of products which have a lower environmental impact. In tires, examples include our development of runflats, which make spare tires unnecessary, and of the ECOPIA brand of energy-efficient tires, which can cut CO₂ emissions substantially by reducing rolling resistance. In our Diversified Products operations, we produce a number of other products that offer environmental benefits. One example is EVA (Ethylene Vinyl Acetate) film, which is a critical component of renewable energy photovoltaic systems. We have also succeeded in developing electronic paper, which has significant potential to conserve energy and reduce paper consumption.

In 2007, the Bridgestone Group acquired US-based Bandag, Inc., a leader within the retreading** industry. Based on the assets and expertise of Bandag in this business, we are confident that we can make a major contribution to conserving resources going forward.

* Figures based on 185/70R14 passenger car tires
 ** Retreading involves re-using a tire's casing or body several times by attaching a new tread to its surface.

Tire Life Cycle Assessment



Calculation of CO₂ emissions in each stage of the product lifecycle for the passenger car tire 185/70R14
 Total CO₂ generated: 296.4kg- CO₂/unit (Data source: The Japan Rubber Manufacturers Association)

