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1. "Great American Cleanup" campaign
2. "Lake Biwa-Sustainable Environment for Local Communities"
3. "Think Before You Drive" campaign
4. "Tire Safety Project" in Thailand



Development of road safety education programs and corporate citizenship activities worldwide

As a company closely connected to the automobile industry, the Bridgestone Group is committed to enhancing the safety and comfort of vehicles. Naturally this involves always working to create products that embody the high level of quality demanded by the market. To this end, we continue to pursue technological enhancements and develop products that contribute to greater safety in a variety of ways. Runflat tires, which can continue to function safely at a specified speed for a specified mileage even after a loss of air pressure from a puncture, are one example of this. We also developed the "RRR" (Revolutionarily Reinforced Radial) design for aircraft radial tires, which uses strong, high-elasticity cords to maximize safety under the harsh operating conditions that occur with heavy aircraft repeatedly taking off and landing at high speed.

One of the most effective tools to enhance the safety and comfort of passenger cars is routine maintenance of tires by drivers. Simple actions such as checking for wear to tires and maintaining correct tire pressures can extend tire life and durability as well as save fuel. At the Bridgestone Group, we've taken a leadership role in educating drivers about the importance of inspecting tires to ensure safety and help to prevent accidents on the road. In 2003 in Japan we launched a tire safety project aimed at raising the tire-related safety consciousness of drivers. Around the world, we have worked together with the FIA Foundation* to promote the "Think Before You Drive" road safety campaign. Begun in Europe in 2005, this campaign has already been promoted in more than 70 countries worldwide.

At the same time, as a corporate member of society, we are also involved in various cultural, community-based and other social contribution activities. For instance, employees at our plants located around Kurume, Fukuoka Prefecture, volunteer and participate as members of the Bridgestone Symphonic Brass Band,

which has won top honors at Japan's national brass band competition on more than 20 occasions. The group has performed at concerts not only all around Japan, but has also delighted audiences across the world at concerts organized by Bridgestone Group companies outside Japan.

In Japan, Bridgestone is a major corporate sponsor of a project led by the World Wide Fund for Nature (WWF) to promote marine biodiversity in and around Lake Biwa, Japan's largest stretch of inland water. Besides attracting the participation of factory employees and their families, this project has also involved a number of regional firms and NPOs, as well as the prefectural government of Shiga and the Lake Biwa Museum.

Overseas, Bridgestone Group companies in the United States have partnered for several years with the Keep America Beautiful organization in connection with the Great American Cleanup campaign, which is the largest annual US community improvement and beautification program. Bridgestone Group plant and office employees joined with staff from company-owned stores in a variety of activities, including the collection of old tires and other recyclable items, as well as tree-planting programs. In Asia, Bridgestone Group companies established a system of scholarships for university and junior high school students as well as vocational employment training facilities. As an enterprise across the globe, the Bridgestone Group is committed to its involvement in various corporate citizenship activities ranging from grassroots programs to regional community initiatives.

*FIA Foundation
This UK-based international charitable foundation was created in 2001 with a \$300 million donation from the Fédération Internationale de l'Automobile (FIA). Its mission is to conduct research and promotional campaigns in areas related to road safety, the environment and development of the automobile industry. The FIA, which is a non-profit federation of motoring organizations from all over the world, is the governing body of international motor sports.