

A proud leader in global motorsports

Of all Bridgestone Group activities, perhaps the most visible and high profile program is our supply of tires to the FIA Formula One World Championship, which many regard as the pinnacle of motorsports. Bridgestone have supported F1 racing in this way for more than a decade since first entering the competition in 1997. To perform at this level, tire development requires sustained investment in the latest technology. Daily interactions with various race teams, their engineers and drivers provide us with valuable information, generating important feedback for our tire research and development operations.

Besides Formula One, the Bridgestone Group is also a tire supplier for the GP2 championship, which is a feeder series for F1. Another world-leading motorsports event for which we supply Bridgestone brand tires is the CHAMP Car World Series headquartered in the United States. Firestone-branded tires are also supplied to each team competing in the Indy Racing League (IRL). In motorcycle racing, several riders equipped with Bridgestone tires compete in the MotoGP class of the FIM Road Race Championship, including the champion of the 2007 series. For the Bridgestone Group, this marked the first championship title in six seasons of competing in MotoGP.

We regard our active participation in the world's top motorsports events as an important element of our drive to affirm the status of the Bridgestone Group as the world No. 1 in both name and substance. Naturally, we also take pride in our achievements in these areas.

