

The source of the dream

The roots of our dream date back to the establishment of Bridgestone Tire Co., Ltd. in 1931. Anticipating the future potential of tires for passenger cars and the international development of the business, founder Shojiro Ishibashi used an English translation of his surname for the name of the company. Even then he may indeed have been dreaming of the future of the Bridgestone Group.

The Bridgestone Group expanded its business in tandem with the growth of Japan's automobile industry to become Japan's largest tire manufacturer. The company also actively expanded overseas, particularly in Asia. In 1988, the company acquired the Firestone Tire & Rubber Co., a firm with a venerable history of its own. This elevated Bridgestone to become one of the world's leading tire and rubber products companies.

Today, our dream is to be the world No. 1 of tire and rubber products industry in both name and substance, becoming a truly global enterprise. The collective efforts of all of our employees are focused on realizing this goal. We hope that this brochure has helped to increase your understanding of the Bridgestone Group.



Bridgestone's first tire was created in 1930 (for passenger cars/29X4.50 4P)



Lifelong friends, Harvey S. Firestone (right), founder of The Firestone Tire & Rubber Company, Thomas Edison (center) and Henry Ford (left)



The "Firestone Boys" proudly show off the new gum-dipped balloon tires that first appeared at Indianapolis 500 in 1925, and continued Firestone's winning streak