

The Bridgestone Group: pursuing a higher dream

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At Bridgestone, our dream is to become a truly global enterprise and to establish the Bridgestone brand as the undisputed world No.1 brand in both name and substance.

Many people around the world already choose products and services supplied by the Bridgestone Group. We take pride in this fact, and we are sincerely grateful to all of our customers worldwide. We continue to devote our efforts to providing customers with products and services of even better quality; to the well-timed delivery of products tailored to customer requirements; and to the provision of varied solutions for customers. We are committed to these goals so that we can gain the enduring trust of customers and so that we can maintain our position as the world No.1 tire and rubber company.

At the same time, we aim to fulfill our corporate social responsibilities toward customers and society at large at the highest possible levels. By continuously upgrading the level of our overall CSR-related efforts on a daily basis, we hope to realize our dreams for the future one step at a time.

We hope this introduction to our company will provide you a deeper understanding of the Bridgestone Group's strengths, as well as our future direction.