

Financial Results for First Half of Fiscal 2010

Bridgestone Corporation
August 6, 2010

Business and Financial Performance

Consolidated Results for First Half of Fiscal 2010

Reference
June 24th, 2010
Announcement

(Yen in billions)

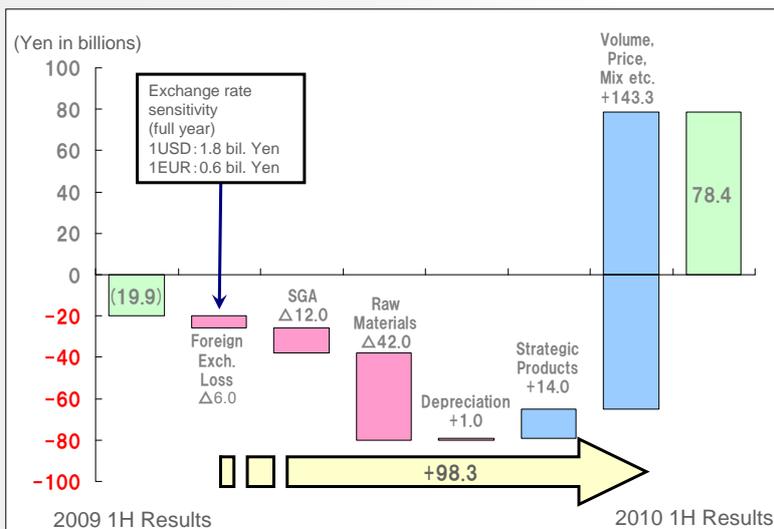
	2009 1H Results	2010 1H Results		2010 1H Projections
			vs.PY(%)	
Net Sales	1,205.3	1,385.9	+15	1,380.0
Tires	990.4	1,147.0	+16	
Diversified Products	219.7	244.2	+11	
Operating income*	(19.9)	78.4	-	(63.0)
Ordinary income*	(33.8)	67.9	-	(57.0)
Net income*	(38.3)	44.5	-	(37.0)

Yen/US dollar rate: 96 91 (5) 92
Yen/Euro rate: 128 121 (7) 121

*Figures within parentheses mean loss

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Analysis of Consolidated Operating Income for First Half of Fiscal 2010



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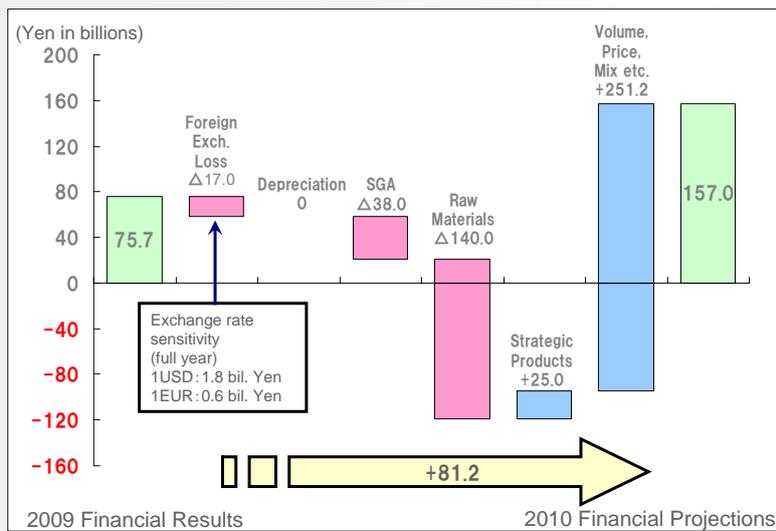
Consolidated Projections for Fiscal 2010

Reference
June 24th, 2010
Announcement

(Yen in billions)

	2009 Results	2010 Projections		2010 Projections
			vs.PY(%)	
Net Sales	2,597.0	2,900.0	+12	2,900.0
Tires	2,152.9	2,420.0	+12	
Diversified Products	454.1	490.0	+8	
Operating income	75.7	157.0	+107	130.0
Ordinary income	54.4	135.0	+148	113.0
Net income	1.0	91.0	+	77.0
Yen/US dollar rate:	94	91	(3)	91
Yen/Euro rate:	130	115	(15)	115
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Analysis of Consolidated Operating Income for Fiscal 2010



2010 Sales Growth of Tire Strategic Products (vs. PY)

Unit Sales Growth (vs. PY)		2010 1H Results	2010 Projections
Passenger car radial tires (For replacement)	Runflat tires	140%	120%
	Ultra-high-performance tires	130%	125%
	Winter tires	115%	110%
Specialty tires	Off-the-road radial tires for construction and mining vehicles	Ultralarge	115%
		Large	105%
	Aircraft radial tires	140%	115%
	Motorcycle radial tires	125%	125%

*The figures for off-the-road radial tires are calculated by rubber volume.

(Yen in billions)

Expansion of tire strategic products for operating income increases (vs. PY)	+14.0	+25.0
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Financial Results for First Half and Projections for Fiscal 2010: Business Segment

(Yen in billions)

		2009 1H Results	2010 1H Results	vs.PY(%)	2009 Results	2010 Projections	vs.PY(%)
		Tires	Net Sales	990.4	1,147.0	+16	2,152.9
Operating income*	(15.2)		70.6	-	75.2	141.0	+87
Operating income margin (%)	(1.5)		6.2	/	3.5	5.8	/
Diversified Products	Net Sales	219.7	244.2	+11	454.1	490.0	+8
	Operating income*	(4.7)	7.8	-	0.4	16.0	+
	Operating income margin (%)	(2.1)	3.2	/	0.1	3.3	/

*Figures within parentheses mean loss

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Financial Results for First Half and Projections for Fiscal 2010: Japan Segment

(Yen in billions)

	2009	2010		2009	2010	
	1H Results	1H Results	vs.PY(%)		Results	Projections
Net Sales	449.3	546.3	+22	1,011.9	1,160.0	+15
Operating income	(31.0)	29.5	-	14.3	62.0	+331
Operating income margin (%)	(6.9)	5.4		1.4	5.3	

*Figures within parentheses mean loss

Financial Results for First Half and Projections for Fiscal 2010: The Americas Segment

(Yen in billions)

	2009	2010		2009	2010	
	1H Results	1H Results	vs.PY(%)		Results	Projections
Net Sales	539.6	607.8	+13	1,132.8	1,250.0	+10
Operating income	5.2	24.7	+368	34.4	41.0	+19
Operating income margin (%)	1.0	4.1		3.0	3.3	

Financial Results for First Half and Projections for Fiscal 2010: Europe Segment

(Yen in billions)

	2009 1H Results	2010		2009 Results	2010	
		1H Results	vs.PY(%)		Projections	vs.PY(%)
Net Sales	168.9	188.2	+11	362.5	370.0	+2
Operating income	(12.5)	2.4	-	(11.9)	3.0	-
Operating income margin (%)	(7.5)	1.3		(3.3)	0.8	

*Figures within parentheses mean loss

Financial Results for First Half and Projections for Fiscal 2010: Other Regions Segment

(Yen in billions)

	2009 1H Results	2010		2009 Results	2010	
		1H Results	vs.PY(%)		Projections	vs.PY(%)
Net Sales	234.1	296.6	+27	511.5	620.0	+21
Operating income	8.6	23.9	+177	32.9	52.0	+58
Operating income margin (%)	3.7	8.1		6.4	8.4	

B/S Highlight

	FY 2010 1H (As of June 30, 2010)	
		vs. Dec 31, 2009
	(Yen in billions)	(Yen in billions)
Total Assets	2,649.2	△159.1
Total Current Assets	1,220.6	△53.8
Total Fixed Assets	1,428.6	△105.3
Total Equity	1,109.0	△11.7
Ratio of total equity to total assets(%)	40.6	+1.9
Interest-Bearing Debt (Net)	516.0	△34.0
	FY 2010 1H (Six months ended June 30, 2010)	
		vs. PY
	(Yen in billions)	(Yen in billions)
Capital Expenditure	77.2	△4.5
Depreciation	81.6	△1.9
ROA(%)	3.3	+6.0

Dividends

	Yen per share	vs. previous projections (Feb.19,2010 Announcement)
Interim dividend (Date of dividend payment : September 1, 2010)	10 yen	+2 yen
Year-end dividend (projections)	10 yen	+2 yen
Annual dividend (projections)	20 yen	+4 yen

Business Environment and Bridgestone Group's Initiatives

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1. Business Environment Surrounding Bridgestone Group

1) Currency Exchange:

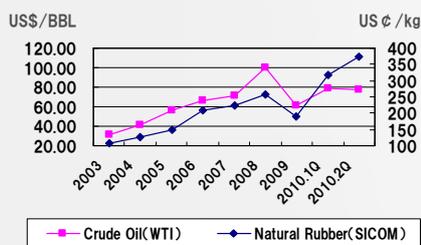
[Projected Exchange Rate for FY2010]

91yen/dollar 3 yen appreciation vs.2009

115yen/euro 15 yen appreciation vs. 2009

2) Raw Material Prices Remain at High Level

[Market Trends
of Natural rubber and Crude Oil]



3) Replacement Tire Demand for FY2010

[Estimated Demand Ratio
of the major markets vs. 2009]

Markets	PSR	TBR
Japan	103	108
U.S.A.	109	110
Europe	99	106
Thailand	103	114
Indonesia	116	111
India	111	113
China	112	116

PSR: Radial tires for passenger cars
TBR: Radial tires for trucks and buses

*The numbers of demand except for Japan are estimated by Bridgestone Corporation
*For Japan, referred the figures estimated by the Japan Automobile Tyre Manufacturers Association, Inc. (JATMA)

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2. 2010 initiatives under the current business environment

Implement following Initiatives with the long-term scope

1) To Cushion the Impact of Currency Appreciation

- Enhance production efficiency and reinforce competitiveness of manufacturing sites in Japan, while producing products of high quality
- Utilize global manufacturing sites efficiently

2) To Reduce the Impact of Raw Materials Costs

- Revise tire prices based on market conditions and product mix
- Penetrate the sales system to link tire prices to customers with raw materials prices

3) To Take the Recovery of Demand into Increase of Sales Volume

- Increase production capacity and enhance production efficiency
-> Increase sales volume and improve costs while maintaining and enhancing the quality and safety of the final product

4) To achieve ideal status of business operations

- ex. Realign manufacturing operations of radial tires for trucks and buses
Further expansion of retread and solutions business

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3. Initiatives to build strong business structures for the future

1) Enhance the lineup of eco-friendly products



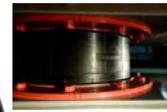
ECOPIA

EVA (ethylene vinyl acetate) film



Ultra-thin All-flexible
Electronic Paper Display

2) Enhancing products which contribute to costumers' safety



"Multi-Rubber Bearing"
seismic isolator



Run-Flat tires

3) Proactive investments to the emerging markets

- Establish New Plant

New Plant in India

- Location: Near Pune, Maharashtra State
- Start of Production: 2013
- Production Capacity:
PSR-Approximately 10,000 units per day,
TBR-Approximately 3,000 units per day
(Planned by the end of 2020)

- Increase production capacity

Country	Plant	Tires	Increased Capacity
Thailand	Nong Khae	PSR	+6000/day by the end of 2010
Indonesia	Karawang	PSR/LTR	+8400/day by the second half of 2010
		PSR/LTR	+3000/day by the first half of 2012
India	Indore	PSR/LTR	+4500/day by the second half of 2010
		TBR	+400/day by the second half of 2012
China	Wuxi	PSR	+4200/day by the second half of 2011

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