

SEGMENT HIGHLIGHTS

Bridgestone Corporation and Subsidiaries
 Years ended December 31, 2018, 2017, 2016, and 2015

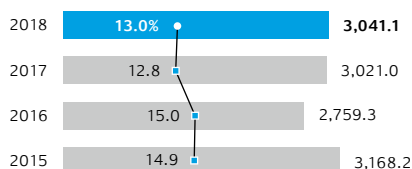
BUSINESS SEGMENTS

Tire Business

Tires: Tires and tire tubes for passenger cars, trucks, buses, construction and mining vehicles, industrial machinery, agricultural machinery, aircraft, and motorcycles; retreading materials and services; automotive maintenance and repair services; tire raw materials; and other tire-related products

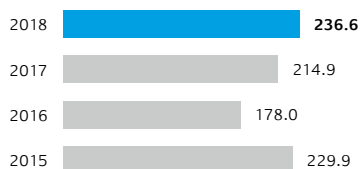
Net Sales / Operating Income Margin

¥ billion / %

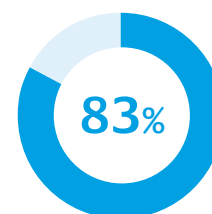


Capital Expenditure

¥ billion



Net Sales by Business Segment



Diversified Products Business

Chemical and industrial products: Vehicle parts, polyurethane foam and related products, electronic precision parts, industrial materials-related products, civil engineering and construction materials and equipment, and others

BSAM-diversified products: A Bridgestone Americas, Inc. business that supplies commercial roofing materials and other materials

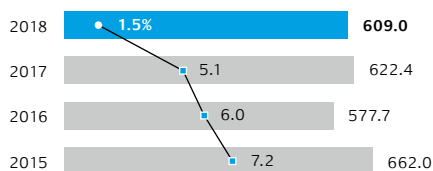
Sporting goods: Golf balls, golf clubs, and other sporting goods

Bicycles: Bicycles, bicycle-related goods, and others

Other: Finance and others

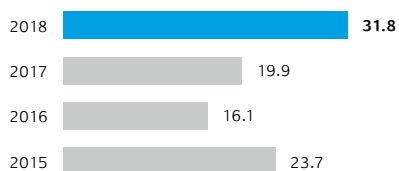
Net Sales / Operating Income Margin

¥ billion / %

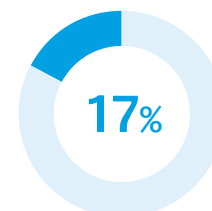


Capital Expenditure

¥ billion



Net Sales by Business Segment

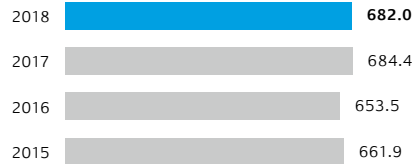


NET SALES BY MARKET

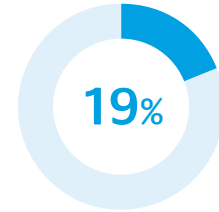
Japan

Net Sales

¥ billion



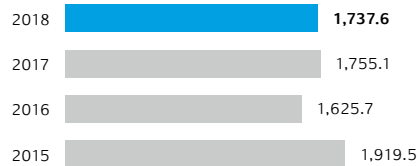
Net Sales by Market



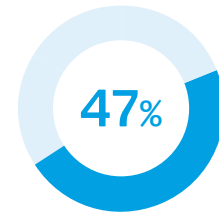
The Americas

Net Sales

¥ billion



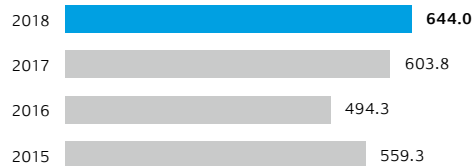
Net Sales by Market



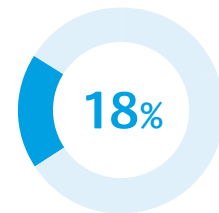
Europe, Russia, Middle East and Africa

Net Sales

¥ billion



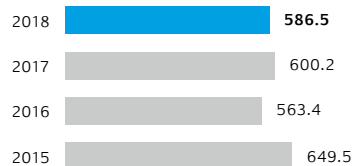
Net Sales by Market



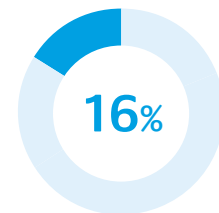
Other

Net Sales

¥ billion



Net Sales by Market



Note: Net sales exclude inter-segment transactions.

Net sales are categorized by the countries or territories of external customers. For net sales, operating income, and operating income margin by geographic segment, please refer to Supplementary Information of FY2018, whose URL is https://www.bridgestone.com/jr/library/result/pdf/e_h30_supplementary.pdf.

The scope of geographic segments has been renewed and details are as follows:

Europe, Russia, Middle East and Africa—Until 2016, "Europe, Middle East and Africa"; Since 2017, "Europe, Russia, Middle East and Africa"

Other—Until 2016, "China, Asia Pacific, Russia"; Since 2017, "China, Asia Pacific"