Bridgestone,
linking people to the earth

"An enterprise that does not serve society cannot last."
This was a belief held by Bridgestone founder Shoichi Ishibashi.
At Bridgestone, we are committed to rooting our business in the lives of people and in the earth, that is our home.
Bridgestone grows together with people, the earth, and everything they touch.
By linking people to the earth, and always valuing the lives of people and the environment, Bridgestone will fulfill its mission of
"Serving Society with Superior Quality."
People move - Bridgestone is always by their side

To move forward is a fundamental human desire. Our role is to ensure people can move safely and with peace of mind. We utilize the most advanced technologies to meet evolving and diversifying mobility needs. Whether reducing traffic congestion, incidents or contributing to more comfortable transportation - Bridgestone is always by its customers’ sides.

Constant progress ensuring safety and protecting the environment
From smart technology to cutting-edge innovations like the self-driving car, Bridgestone continues to support the evolution of mobility. All of our technologies contribute to safety and peace of mind for people, as well as the preservation of the global environment.
Earnest commitment to the lives of all people

The Bridgestone Group currently operates in over 150 countries. Our more than 140,000 employees represent and connect with countless cultures and communities. We envision a future in which Bridgestone, as a global company, is able to help improve the lives, work environments and learning methods of people around the world. We therefore develop our businesses with a local perspective, focusing on every individual and community we serve, and a global perspective.

Enrichment of communities and the world through life, learning and work
Bridgestone contributes to society through the products and services as well as through the activities of employees and their families. Bridgestone is committed to addressing issues related to health, safety, and education by helping to improve safety and fright disasters in communities and by providing healthcare and educational opportunities.
Progress in harmony with nature

The global environment is changing substantially, as indicated by abnormal weather patterns and depleted resources. Bridgestone seeks to coexist in harmony with nature, balancing its business activities with environmental preservation. Cooperating with customers, business partners, and the greater society, we contribute to the improved quality of life for people and realization of a sustainable society.

To help ensure a healthy environment for current and future generations...

Bridgestone is working toward the goal set for 2050 and beyond in its long-term environmental vision by being mindful of biodiversity and sustainability in its choice of new materials, practicing the three Rs (reduce, reuse and recycle), and developing fuel-efficient tires.
Support for ambition, shared passion for progress

Since our founding, we have met challenge after challenge. This sense of ambition cultivated within Bridgestone over the years inspires us to support the ambitions of athletes and others chasing their dreams. It is the determined who change the world, and we offer our support to those who share our passion for progress.

Support for ambition, growth and new challenges
Bridgestone strives to provide athletes with the performance they seek through the technologies cultivated by energizing products including tires and golf clubs. We are devoted to supporting the passion that drives people to grow and tackle new challenges.
Enduring presence in your life

Bridgestone is an enduring presence in your life - in the bicycles and cars that pass as you relax on a café terrace, in the seismic isolation bearings that support rows of homes and buildings, or in the tires that carry you safely home.

We can be seen when you get up in the morning, when you leave the house, when you enjoy your hobby, and when you relax at home. Bridgestone hopes to always be by side of its customers as an important part of their lives.
Resolution of social issues with rubber and tires

Bridgestone has a long history of manufacturing tires and other rubber products. The technologies and expertise we have gained over the years are used to resolve the issues faced by our customers and by society.

Bridgestone’s Fleet Solutions consist of combinations of new tires, retread tires, \(^1\) and maintenance services for fleet operators. We utilize IoT and other digital technologies to provide increased value to our customers by preventing accidents, calculatingvelt and other operating incidents and by improving safety.

Fleet Solutions

Puncture Solutions

Our puncture solutions support safe and secure driving with our run-flat technologies, which allow tires to operate for a predetermined distance at over 100 km/h. These technologies enable customers to move to a safe location to stop. The elimination of spare tires contributes to lighter vehicles and improved container densities.

Puncture Solutions

NVH*2 Solutions

Our NVH solutions combine tires, anti-vibration rubber and automotive seat pads to address the noise and vibration issues faced by our customers. We address our customers’ various needs by coordinating with automobile manufacturers from the development phase.

NVH*2 Solutions

Aircraft Tire Solutions

Aircraft tires are used under incredibly harsh conditions and therefore require frequent replacement. Bridgestone proposes solutions for supporting safe and secure flights by combining its unique services with new and retread tires that utilize its technological prowess.

Aircraft Tire Solutions

\(^1\) Tires made by removing the treads of used tires and applying freshly vulcanized, new treads so that the body of the tire can be reused
\(^2\) Noise, vibration, and harshness
Endless potential for Bridgestone, whether in life or industry

From ports and mines to high-rise building construction sites, Bridgestone’s solutions support industries around the world. We will continue to offer these solutions through a business model combining services, maintenance, and products.
Innovation in manufacturing and business design

At Bridgestone, we actively promote innovation in business, design and technologies.
Invaluable smiles

Bridgestone conducts a range of activities around the world that help to create stronger communities and a better world. As a member of the communities we serve, we endeavor to help address the issues faced by the communities and realize a safer, more secure, and sustainable society.
Evolution in step with the times, faithful adherence to transcendental principles

All things change over the years. Our business activities, too, have continued to evolve with the current time. However, we have always remained true to Bridgestone’s mission of “Serving Society with Superior Quality.”

The Bridgestone Essence inspires us to fulfill this mission, put forth by our founder, by embodying the foundation of “Seijitsu-Kyocho (Integrity and Teamwork),” “Shinshu-Dokushe (Creative Pioneering),” “Gembutsu-Genba (Decision Making Based on Verified, On-Site Observations),” and “Jukyu-I-Ondo (Decisive Action after Thorough Planning).”

Bridgestone started in a family tailoring business in Fukuoka Prefecture and later went on to manufacture Japanese-style tabi socks and eventually sell rubber shoes. In 1931, the Company, then named Bridgestone Tire Co., Ltd., opened its doors with 144 employees. Today, Bridgestone has grown to employ over 140,000 people.

Even as times have changed, the spirit of our founder has continued to live on in the Bridgestone employees of today.