

Bridgestone Corporation

RE: Calculation method used in the press release “Bridgestone’s CO2 Reduction Goals Reflect Dedication to the Environment”

Date: April 30, 2010

- Calculation of CO2 covers life cycle of our major products.
- LCA (Life cycle assessment) of tires for passenger vehicle and truck and bus is based on “Analysis Trial of Tire Inventory” (The Japan Rubber Manufacturer Association, 1988) and some available latest data. LCA for other products is based on available inventory data. Currently, some of data for calculation of CO2 is estimated data. The accuracy of calculation may be improved with further promotion of visualization of condition of each stage.
- CO2 emissions in material purchasing phase include mainly emissions derived from energy consumption through manufacturing process of raw materials or pre-products.
- CO2 emissions in manufacturing phase include mainly emissions derived from energy consumption through manufacturing process of products in our group’s production sites.
- CO2 emissions in logistics phase include mainly emissions derived from energy consumption through transportation of our products.
- CO2 emissions in after-use phase include mainly presumed emissions by incineration of products produced by our group.
- CO2 emissions in customers use phase include emissions derived from energy consumption through use of our products by customers. Current coverage for the target is limited to tires for passenger cars, trucks and buses. We think development of fuel-efficient tires with improved rolling efficiency help drivers reduce emissions.

- The progress of this target will be released regularly through website and so on in the future.

- This target is set based on the specific condition for determination of propriety by our company group. It may be adjusted regularly due to the change of social condition or business environment including CO2 calculation method and emission reduction measures.

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