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## Bridgestone Corporation Announces the Difference between Financial Projections and Actual Results for the First Half of Fiscal 2011, and Revised Financial Projections for Fiscal 2011

Tokyo (August 8, 2011) – Bridgestone Corporation (the “company”) today announced information detailing the difference between its consolidated financial projections for the first half of the fiscal year ending December 31, 2011 (the projections were previously announced on May 13, 2011), and its consolidated financial results for the first half of the fiscal year ending December 31, 2011.

Based on recent performance trends, the company’s results through the first half of 2011 and its assessment of the global economy for the remainder of the year, the company today announced revisions to its full-year consolidated financial projections for the fiscal year ending December 31, 2011 (the projections were previously announced on May 13, 2011). The revisions are as follows.

The difference between consolidated financial projections and actual results for the first half of the fiscal year ending December 31, 2011 (January 1, 2011, to June 30, 2011)

(Reference)

|                         | First half of FY2011 results | (May13) First half of FY2011 projection | Increase (decrease)          |                   | First half of FY2010 Results |
|-------------------------|------------------------------|---|------------------------------|-------------------|------------------------------|
|                         |                              |   | ¥ million                    | %                 |                              |
| Net sales               | ¥ million<br>1,459,125       | ¥ million<br>1,480,000                  | ¥ million<br><b>(20,875)</b> | %<br><b>(1.4)</b> | ¥ million<br>1,385,991       |
| Operating income (loss) | 93,628                       | 72,000                                  | 21,628                       | 30.0              | 78,423                       |
| Ordinary income (loss)  | 91,880                       | 64,000                                  | 27,880                       | 43.6              | 67,958                       |
| Net income (loss)       | 54,115                       | 35,000                                  | 19,115                       | 54.6              | 44,503                       |
| Net income per share    | yen<br>69.14                 | yen<br>44.72                            | -                            | -                 | yen<br>56.74                 |

Revisions to the full-year consolidated financial projections for the fiscal year ending December 31, 2011 (January 1, 2011, to December 31, 2011)

(Reference)

|                         | (Revised) FY2011 projection | (May 13) FY2011 projection | Increase (decrease)          |                   | FY2010 Results         |
|-------------------------|-----------------------------|----------------------------|------------------------------|-------------------|------------------------|
|                         |                             |                            | ¥ million                    | %                 |                        |
| Net sales               | ¥ million<br>3,130,000      | ¥ million<br>3,190,000     | ¥ million<br><b>(60,000)</b> | %<br><b>(1.9)</b> | ¥ million<br>2,861,615 |
| Operating income (loss) | 194,000                     | 167,000                    | 27,000                       | 16.2              | 166,450                |
| Ordinary income (loss)  | 180,000                     | 151,000                    | 29,000                       | 19.2              | 147,905                |
| Net income (loss)       | 115,000                     | 94,000                     | 21,000                       | 22.3              | 98,913                 |
| Net income per share    | yen<br>146.93               | yen<br>120.10              | -                            | -                 | yen<br>126.19          |

### Reasons for the difference and the revision

Actual results of operating income, ordinary income, and net income for the first half of the fiscal year ending December 31, 2011, exceeded the projections previously announced on May 13, 2011, as a result of initiatives to reduce expenses while enhancing quality and safety, and the strategic sales of more profitable tires.

The company also reviewed its consolidated financial projections for the second half of the fiscal year ending December 31, 2011, which were not updated on May 13, 2011, and revised its full-year consolidated financial projections for the fiscal year ending December 31, 2011.

### **Note to ensure appropriate use of forward-looking statements**

The preceding descriptions of projections and plans are “forward-looking statements,” which involve known and unknown risks and uncertainties. Those variables could cause the Bridgestone Group’s actual performance and results to differ from management’s projections and plans.