

This document has been translated for reference only from the original Japanese-language document. If there are any differences or discrepancies between the original Japanese-language and the English translation, the original Japanese-language supersedes this English translation.

Representative Director Change

Tokyo (August 8, 2011) - Bridgestone Corporation announced today that a meeting of its Board of Directors convened today approved the following proposals for a representative director change.

1. Details of a Change in Representative Director

New Representative Director

Current Position and Responsibilities
in parenthesis

Senior Vice President Member of the Board Responsible for Diversified Products, Sports and Cycle Business; Concurrently Chief Risk-Management Officer, Chief Human Rights Officer Responsible for Corporate Administration Chief Compliance Officer Office of Group CEO Internal Auditing	Masaaki Tsuya	[Vice President and Senior Officer Member of the Board Chief Risk-Management Officer, Chief Human Rights Officer Responsible for Corporate Administration; Concurrently responsible for Diversified Products, Sports and Cycle Business Administration Chief Compliance Officer Office of Group CEO Internal Auditing]
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

2. Effective Date of a Change in Representative Director

September 1, 2011

3. Reason for a Change in Representative Director

To enhance innovation and globalization of business operations

4. Career of New Representative Director

Name (Date of Birth)	Career (summary)		Number of Shares of the Company Owned
Masaaki Tsuya (Jun 22, 1952)	1976	(Apr) Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation)	11,600 Shares
	2006	(Jan) Director, Division of the Executive Office	
	2006	(Mar) Vice President and Officer	
	2008	(Mar) Vice President and Senior Officer Member of the Bord (incumbent)	
	2010	(Aug) Chief Risk-Management Officer, Chief Human Rights Officer Responsible for Corporate Administration; Concurrently responsible for Diversified Products, Sports and Cycle Business Administration Chief Compliance Officer, Office of Group CEO, Internal Auditing (incumbent)	